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"CHICK" LEWIS Presents

The ENCYCLOPEDIA of EXPLOITATION

by

Bill Hendricks
and
Howard Waugh

10,001 SHOW-SELLING IDEAS

A Showmen's Trade Review Publication

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CHARLES "CHICK" LEWIS

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by

BILL HENDRICKS
and
HOWARD WAUGH

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INTRODUCTION

by

Charles "Chick" Lewis

I can think of no two practical theatremen better qualified to write a compilation of tried and tested ideas than Bill Hendricks and Howard Waugh. Both have a background in show business and a record of accomplishment second to none, and over a long period of years have learned well their lessons in how to attract public notice to a theatre and its attractions.

Much has been said and still more has been written about how to sell motion pictures to the millions of movie fans the world over. But to attempt to catalogue how to do it is a task that few would even think of, much less succeed in doing. It required years of effort, of filing, of bringing old ideas up-to-date and creating new slants to entice the suspicious patron into the theatre. A mere cursory glance through this book is ample testimony of how difficult this task must have been.

Every conceivable phase of show-selling has been tabulated and condensed so that the busy men who run theatres and sell the shows can find what they are looking for with a minimum of effort and with a maximum of results. No words or ideas are wasted. Before they could find their way into this volume of ten thousand and one show-selling ideas, they had to pass the acid test of practicability and actual use. Wherever the element of doubt existed as to the chances for the success of any idea, it was deliberately left out.

So, after years of work, Bill Hendricks and Howard Waugh found themselves in a position to produce every one of the ideas so that altogether they constitute this tremendously valuable and important book; a book which, in my opinion, should be on the desk of every theatre manager, district manager, division chief, exploitation and publicity director, circuit executive and all others whose daily work involves them in the problem and task of getting patrons into the theatres.

The job is now done, and it becomes my privilege and pleasure to present it to the thousands of theatremen who are constantly alert and anxious to benefit by the experiences of brother showmen.

I congratulate Hendricks and Waugh on their accomplishment and predict that with this book their names will go down in history as two of the most aggressive and progressive theatremen this industry has ever known. And for myself, well, I consider that I have been mighty lucky to know them, and I am proud to call them my friends.

"Chick" Lewis.

While my name appears as a co-perpetrator on the cover, my only participation in the volume is the fact that fourteen or fifteen years ago I suggested to Bill Hendricks that if he planned to make theatres his life work, he should commence then to compile data systematically.

This book is the outcome of that suggestion.

No attempt is made to claim originality for anything—unless we start with Adam. Nor are we apologizing to anyone for "lifting."

HOWARD WAUGH.

Marching along in the parade of show business for a number of years, we have observed many of the highlights of show-selling, which we have attempted to record here. Some of them date to Barnum; some of them, we claim to be original; others have been originated and introduced by you, and you, and you.

Our efforts have been directed towards organizing the varied methods of merchandising attractions; towards collecting together all the elements of exploitation under one tent. And in a form where instant reference is made easy through a thorough cross-index.

Naturally, no compilation of merchandising methods can be considered absolutely complete, however comprehensive. And, all ideas won't work in all towns. However, we believe that ideas to be found here will prove adaptable to almost any attraction and any need. Or, at least, that the items presented here will serve to remind of others.

Most important, we offer here a record. Even if the reader is personally acquainted with every stunt and suggestion outlined in this volume, it will, at least, serve as a reminder. We have not tried to chart the course of theatre operation, concentrating our efforts, instead, on the gentle art of ballyhoo called Exploitation.

To merit use, ideas must be free of risk, must not shock or offend patrons, must be weighed by common sense. And it must be reasonably certain that, as used, any cost will be balanced by business that is attracted. Ideas listed here are subject to any restrictions that may prevail, and in that event, permission of owners is required for use.

BILL HENDRICKS.

Vice-President John N. Garner presents the Quigley Grand Award, for the outstanding exploitation campaign of the year, to Bill Hendricks, at the Capitol, in Washington. Looking on are Senators Nathan Bachman, August Lonergan, and Francis Maloney, Representative William Citron, Col. A-Mike Vogel, and Bishop Thos. F. Gailor.

DEDICATED TO
EPES WINTHROP SARGENT

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SHOW-SELLING IDEAS

SHOW-SELLING IDEAS

1. TELLING THE WORLD . . . Telephone is wired into a prominently located window, where an attractive girl, possibly costumed, is seated as center of a display on theatre's attraction, calling numbers from the phone book with a "message" about the show. The display carries copy: "Telling the World about (attraction)." Amplification can carry voice outside the window, so that girl's conversation in calling numbers is heard by sidewalk crowds.

Or, the stunt might be adapted to a lobby flash instead, telephone company supplying a regular switchboard (with a single phone connection).

Girl can call those groups to whom the attraction would most likely appeal, or those groups most likely to attend; in connection with a story dealing with office girls, for example, calling all offices, delivering her message to stenographers. And, of course, the telephone calls can be made from theatre office, and not connected with a display. Or, cashier might make the calls in her leisure moments.

To take the curse off a straight telephoned spiel about an attraction, girl might, immediately the phone is answered, plunge into an intimate line of conversation (to complete message before interruption) addressing the party answering the phone, "Hello Jack (or 'Jane'). How about going with me tonight to see (and into name of attraction and enthusiastic plug)." When told she has the wrong number, she replies with a polite, "I'm sorry," but the message has gone across; and on to the next number. And, even if they catch on, there's no harm done. (For use where unlimited calls are allowed. And not too early in the A.M.)

Using a telephone set-up in lobby or foyer, patrons might be invited to leave their phone numbers with the girl, signing them in book provided . . . display panel announcing that certain numbers, to be selected at random when the attraction comes to town, will be called and will receive guest tickets.

Ad, herald, or announcement might suggest: "Telephone (theatre's number) for an important announcement." Those calling getting a brief message about an attraction.

(See Photo Section.)

2. APPEAL . . . Every attraction has a definite appeal for some certain class or group. An attraction in which an attorney is the central character, for example, should appeal to lawyers. Or some phase of an attraction might be of vital interest to members of some organization, profession or nationality.

An attraction might appeal especially to some trade . . . as a story featuring a truck driver would appeal especially to truck drivers. The attraction should be brought to the attention of all members of the local union for that particular trade, or those employed in the trade. They might be reached at places of employment, as, in the case of truck drivers, offices of a hauling company and other places using trucks . . . cards being distributed or attached to bulletin boards.

Also, incidents or minor events in attractions might interest certain groups, to whom appeal might be made without publicizing the event, incident or angle in any other way.

Newsreels often carry a definite appeal, showing scenes that certain people would want to see if their attention were called to the showing.

Mailing lists might be secured from the societies or organizations interested, and their membership contacted by direct mail; or by telephone calls.

3. **TELEGRAMS** . . . Telegraph company will provide sending blanks, to be imprinted with "message" about attraction, perhaps also delivering "telegrams" gratis, house-to-house, if this copy is included: "We are choosing this method of letting you know, because (telegraph) is surer, swifter, safer . . . When in a hurry, always use (telegraph)" (with arrangements made before inserting the line).

The "telegrams" are inserted, to be more effective, in envelopes (same color as blanks), imprinted: "Delivered by (telegraph) . . . (theatre) Telegram,"—name of Telegraph company and the word "telegram" being set in larger type, other words, on separate lines, in small type.

Distributed house-to-house, telegram-heralds will prove more effective if they can be delivered by uniformed messenger boys. Might deliver them to every other house (persons in in-between houses generally making it their business to find out telegram contents).

Arrangements might be made with telegraph company to deliver special heralds with all telegrams delivered, or to attach imprinted stickers. Tiein copy on herald or insert or sticker sells telegraph service too, though devoting most of space to attraction.

Jumbo telegrams (large blanks which telegraph company might provide) can be used as heralds, or for display in telegraph company windows. Imprinted copy can include line that "ordinary sized telegram wouldn't do justice to greatness of attraction." Might illustrate with scene from attraction. Telegraph boys can deliver the "telegrams," unfolded, house-to-house. Ads of merchants on reverse side can aid in defraying cost.

Or miniature reproduction of telegram might be effectively used as a herald . . . having cut made up from telegram, in smaller size; or imprinting midget blanks which telegraph company might supply.

Gigantic wire might be used as a front flash . . . an enlargement of a wire "from star of attraction." Could be used as paneled display for lobby; or a giant banner might be made up, blanketing theatre front (or other space where it will make a flash) . . . with newspaper carrying story about "largest telegram." Banner should be painted in oil (if exposed to weather), and made exact proportions and duplication of telegram. (*See photos.*)

Copy used in telegram reproduction sells attraction, and might be addressed to "theatre-goers of (city)," and signed by star or stars of the show.

Wires from stars (secured through cooperation of studios), or wires from stars of coming stage attraction, might be used as a lobby flash. Occasion meriting congratulations would suggest telegrams . . . a theatre opening, or premier showing of an attraction; or just the booking of an outstanding attraction. Telegrams from stars, addressed to theatre or theatre manager, could be attached to panel which carries heading, "Hollywood wires congratulations!"

Newspaper or radio contest might be based on best "messages," or "title-grams," made up, telegram-style, using titles of motion pictures (or song titles) and including title of theatre's current attraction. Or, long involved "message" about the attraction (from star) might be reproduced, with readers invited to attempt to correctly punctuate it, first so-many winning ducats.

4. TELEVISION . . . The effect of television can be produced, for window or lobby display, using an ordinary portable projection machine.

A lettered panel, with small radio (as center of the display), and with a small screen atop the radio, completely covers window (being placed outside the window). Or, in lobby, the projector is hidden behind the panel.

Inside the window, or concealed behind the display, the projection machine is set up, together with sound equipment . . . shooting a picture at close range, focused on the small screen atop the radio. Display panel carries copy: "Can these be (and in larger lettering) Television Views of (attraction)?"

Speakers, connected with sound equipment, are concealed behind a smaller display panel which stands out from main panel (and which might be boxed over at top and used as a base for the small radio), speakers facing upward, so that sound appears to come from the radio.

Trailers on attraction are shown, first reversing the titles (scenes are not reversed, and the sound consequently remaining okay); or, the film might be run in regular manner, reversing titles (necessary since picture is focused on screen from behind) by directing the picture into a small mirror, which, in turn, reflects it on the small screen. Several trailers (perhaps on the same attraction) might be connected together to afford a longer flash. Attendant in costume should be in charge of the display, lending additional flash and preventing anyone from tampering with the radio or screen. She might occasionally pretend to tune in or adjust the radio; and might hand out heralds.

Actual television, if available, might be utilized, arranging to have singer present a song number from the attraction, or to dedicate a song to the star . . . or dancer or star of stage show might appear for television. Photographs of the telebroadcast should be good for radio columns of newspaper.

5. **HERALDS** . . . Always effective, and always used, heralds might assume any printed form from a mimeographed circular (a single, unfolded sheet), to an elaborately printed folder. Printing, however, should be neat, clear, effective. "Anything worth printing, is worth printing well."

Proper distribution can reach almost every potential patron. Heralds may be distributed house-to-house; placed in parked cars along streets and in parking lots and at plants and factories. They may be placed in pockets of overcoats in check rooms at hotels and night clubs and restaurants and other public places. They might be handed out at busy intersections, police regulations permitting.

Heralds can be inserted in laundry packages, in loaves of bread, in packages in grocery stores, drug stores, department stores, in market baskets. Inserted in Sunday newspapers on the newsstands, or perhaps in daily papers. Placed in mailboxes in hotels and apartment buildings. In magazines delivered weekly by boys, or even the magazines on the stands. They might be delivered with the milk, the groceries, or the ice. Stores can include them in monthly statements which they mail.

Heralds might be dropped from a plane, (see No. 201).

Or they can be effectively distributed in street cars, buses, suburban trains, in hotel dining rooms and in restaurants during rush hours.

Arrangements can be made with hotels to place one herald in each room . . . the maids leaving them, in exchange for a few complimentary tickets. (Especially valuable should hotel be host to a convention.)

Downtown stores and office buildings shouldn't be overlooked. Attractive girl handing out the heralds might cause them to receive more than ordinary attention. They might also be handed to employees leaving stores and factories at quitting time. Distributed to schools and playgrounds they will reach the kids (and if attraction is commendable, permission of school principal might be secured to distribute without interference).

Heralds can be effectively distributed to patrons leaving theatre. Costumed girl might hand them out, placing her directly in front of a spotlighted panel on the attraction. Or, of course, house staff can take care of the distribution.

Novel ideas for heralds can assume every form from a "rubber check" actually printed on rubber, to a parchment scroll on a roller, depending on the attraction (and, perhaps most expensive forms being only used for distribution to critics and more important publicity contacts).

Heralds can be promoted without cost, or with part of the cost shared by a cooperating store. Merchant's ad can be imprinted on reverse side or on the bottom of the herald (the copy possibly tieing in with theatre's attraction). One or several merchants can cooperate in paying for the heralds in exchange for this space, the theatre taking care of distribution of the heralds.

Space allotted to merchant might carry an imprinted number, fifteen or twenty numbers being selected and posted at the box office, and heralds bearing a similar number to entitle the holder to a free admission to theatre. Or, the numbers might be posted at the cooperating business place, and the heralds brought there to check numbers (thus bringing persons receiving the heralds into the store).

Or, instead of numbers, the winning tickets might be based on color of the heralds . . . which are printed on stock of several different colors, the merchant posting a color instead of numbers . . . and heralds of corresponding colors to be good for admission. Control free admissions by limiting number of heralds of winning color put into circulation.

Heralds shouldn't be entrusted to a gang of kids in house-to-house distribution unless regular theatre employees supervise them carefully, each employee having several boys under his supervision.

6. RUBBER STAMPS . . . Carrying copy on attraction, a rubber stamp can be made up, and used to stamp newspapers on newsstands, sacks in stores, paper napkins, and other items.

Back of passes used for several weeks in advance of attraction might even be rubber-stamped with an ad. Almost anything might be rubber-stamped in tieup with business places . . . grocery store tieups might even have eggs stamped, some few of them stamped twice being made good for admissions . . . card in store calling attention to this. Similarly other items.

7. RADIO BROADCASTS . . . Cooperation of broadcasting station can prove invaluable. Announcements, interviews, contests can be featured. Events (as grand opening of an attraction) can be broadcast. Personalities can be introduced, interviewed. Sketches can be enacted.

Hollywood chatterer might be featured, presenting daily a program of news about stars and pictures (mostly those coming to theatre). Musical numbers might be interspersed. Program might be sponsored by a business place since it *is* interesting to listeners. Manager could personally do the gossip-cast, perhaps direct from theatre.

Musical numbers can be featured (perhaps by orchestras broadcasting regularly), or programs dedicated to theatre's attraction. Where attraction's star is featured on a broadcast, announcements of local showing of the attraction can be effectively arranged at beginning and end of the program. Stage show talent can appear on radio programs, including announcements of their appearance at theatre. Innumerable broadcasts direct from theatre are possible.

Recordings of song hits featured in an attraction should be supplied stations. Announcements accompanying playing of transcriptions should mention theatre's attraction and play dates as well as the song hit. Title of attraction and theatre play dates on a typed sticker should be attached to records supplied radio stations.

If station has a short-wave broadcast unit, it might be adapted to many stunts . . . taking station's mobile equipment to desired points and broadcasting to station, where it is rebroadcast. Radio station utilizing short-wave broadcasting cannot use such equipment in a manner that would be too commercial. However, they can, and likely will, tie-up with a great many unusual stunts. Broadcast from a plane might be arranged, perhaps having critics interview a star en route to town, or describing from the air a "grand opening" at theatre below and commenting on attraction (securing special permission to have the station pick up the plane's short-wave).

Contests, features, can be included as part of regular radio programs, making arrangements with the sponsors of the programs; or station might carry them as an interesting feature; or theatre can, of course, purchase the time.

Spot announcements, carefully scheduled, can reach thousands of listeners. Brevity should be the guiding rule in writing copy.

8. TYPISTS, TYPEWRITERS . . . Attractive girls as center of a window display, can type "messages" about an attraction, which are handed to those watching by a girl attendant outside window. Added angle might be offering of guest tickets to those estimating nearest correct number of words girls will type in specified time. Display in window might carry copy: "They're typing an important message for everyone . . . about (and into attraction copy)."

Stenographers might compete in speed test for "(star) trophy," and perhaps a cash prize. Typewriter company would supply the typewriters, and newspaper might go along for story and photograph of the winners at their typewriters.

Contest, perhaps arranged with cooperation of newspaper or radio station, might be based on best typewriter photos of star of attraction submitted . . . the "photos" being made up by using a typewriter.

Several girls might be stationed on a bannered truck, or float, which travels about town. Girls are apparently typing out "message" about attraction (according to copy on banners on truck). Actually, quantity of slips of paper have been imprinted with a photo of star of attraction, and copy: "A message about (attraction)." The "message," too, is printed on the slips, using typewriter style type, however. The girls run the messages thru the typewriters, pretending to type, then pull the "message" out of the machine and hand it to someone along the street. Or another girl, attractively costumed, hands out the "messages."

Automatic typewriters might be set up in lobby, typing up "messages" on the attraction, which are handed patrons by an attendant.

9. WINDOWS . . . Stores are constantly on the look out for attention-winning, crowd-stopping ideas for their windows, and will generally listen to suggestions which will include display material on theatre's attraction combined with their merchandise.

In outlining a proposed window display to a merchant, a rough pencil-sketch might be prepared in advance, aiding him in visualizing the proposed window tieup, and increasing possibility of favorable reaction.

Window displays should be, as nearly as possible, characteristic of the store in arrangement. There should be no overcrowding, and at the same time there should be no empty space. They should be well balanced. Built up displays will prove most effective. A well-done job might cost a little more, but if it proves much more effective at the box office, it's worthwhile.

Points to consider include: Promise of attention drawn to window. Cleanliness. Point of focus. Centering of attraction. Action. Contrasting background. Simplicity. Dramatic presentation and distinctive sales promise. Seasonal. Wide appeal, and especially to women. Theatre name, play dates. Framed stills.

Generally it is necessary to plan ahead and make arrangements for windows in advance, since stores ordinarily plan their windows in advance. Arrangements might be made for displays in the windows of the different stores of a company operating a chain of local stores by contacting the local or regional executive in charge, perhaps arranging at one time for a number of windows.

10. NEWSPAPER CONTACTS . . . Constituting one of the most important methods of publicizing an attraction, newspaper angles,—stories, ads, cooperative ads, classified ads, contests, features,—all are of especial value. Newspaper cooperation is most essential; and can prove mutually advantageous.

Stories about shows constitute real news. Theatre news, and news of the people of stage and screen carries definite reader interest, and if accorded newspaper space, is of value to both theatre and the cooperating newspaper. The combined circulation of the numerous screen magazines attests eloquently to the interest of the public. Newspapers devote full pages to society, to appeal to women; full pages of sports, to appeal to men; theatre news appeals to both sexes. Additionally, theatre news is of especial interest to young folks, aiding in establishing them as newspaper's readers. From a commonsense, circulation viewpoint, newspaper consideration of screen news is more than justified.

Theatres, on the other hand, are almost always indebted to newspapers for cooperation. Close cooperation and consideration of the paper and its editors is the only way in which gratitude might be demonstrated.

Good stories submitted an editor, preferably in person, have an excellent chance of registering, if there is any justification at all in their running the story, or the picture; if it can be shown to be of interest. Articles submitted to papers are like bullets . . . if there is no scoring, there must be something wrong with the aim or the ammunition.

Stories which papers are requested to use must be clean, legible (no carbon copies); each story should merit a separate sheet of paper (full-size sheets, not scraps of paper). In other words, stories should make a good appearance when presented. Chances of stories landing will be improved.

It must be remembered that newspapers have very definite deadlines . . . and the story, to be printed, must be received in sufficient time. Last minute stories might be phoned, if the deadline is near, generally receiving fair consideration. Flowers should be omitted from copy submitted editors . . . in other words, adjectives should be reserved for other use, and the story should be written as nearly as possible after style in which a newspaper reporter would have written the story . . . the correct information, interestingly written, with due regard to brevity.

And it doesn't pay to play favorites; newspapers don't like to be scooped; they should all be given an even break. Don't duplicate on stories or photographs—separate stories, exclusive photographs should be handed the different editors.

Some days are easier than others to crash for space or plant stories. Newspapers are less "tight", and space is more easily available on certain days of the week, and on days following a holiday, or a big sale day. This might be considered in planting a story with the paper. (See "*Newspaper*" classifications.)

11. GRAND OPENING . . . "Hollywood Premiere" or gala first night opening of an attraction, would feature ceremonies in theatre lobby, and in front of theatre. Making the program as elaborate as possible, many things can be included.

Celebrities (local) and visiting (if any) should be invited to attend. Also, entertainers from hotels and night clubs and radio stations. The event must be announced in advance, in detail; and newspaper ads might carry, for an impression, a listing of celebs who have been invited and who have indicated that they will attend.

Battery of lights, illuminating front of theatre, might be arranged. Possibly fire department has a truck equipped with flood lights, which they might assign to the theatre for the few minutes the "grand opening" is in progress. Or at least, it will be possible to use backstage floodlights and spotlights. Photo floods can be used, a number of them supplying a brilliant illumination. (Photograph supply place can supply them. They burn brightly for about 2 hours.)

Radio station should broadcast entire proceedings . . . comment of celebrities, as they arrive and are introduced. A feminine announcer might also be present, perhaps the society editor from newspaper, to describe gowns the ladies wear, or to introduce them. Radio receiving set might be placed nearby, on sidewalk (in charge of an attendant) so that crowds can hear what "celebs" say; or their comment can be sent through public address equipment. And if no radio station is available, amplification equipment might be used instead, and handled exactly as a broadcast.

Band might be promoted, to march to theatre, play several numbers. Perhaps a high school band might serve; or the band of some local organization. Or, an orchestra might be placed on a band stand (constructed elevation) across street from theatre; or in street in front of theatre; or band could be set up in lobby, or on sidewalk in front of theatre, or even atop the marquee. Both marching band and orchestra might be used. If an orchestra cannot be secured, an accordionist or pianist might supply incidental music for the broadcast.

Or group of trumpeters (dozen or so trumpet players) might be used, instead of an orchestra. Delivery of film, or arrival at theatre of star of stage show, could be made a highlight of the evening, and trumpeters might sound a blast as this event occurs.

National Guard, or Cadets, or Naval Reserve, Scouts, American Legion, or other organized group (perhaps attraction will suggest an organization) might march to the theatre, act as a "Guard of Honor." Drill squad can perform.

Possibly military organization will agree to fire a salute (with permission of city authorities) as film arrives at theatre, or as highlight of ceremonies.

Group of prominent and good-looking girls in evening gowns might be present, acting as hostesses.

Carpets (preferably red) should be placed on sidewalk from box office to curbing, with sidewalk man opening doors of cars of guests and patrons as they arrive. Use of canvas canopy might fit into plans.

Group of attractively costumed girls, could "arrive" at theatre during broadcast ceremonies . . . either riding bicycles, or on roller skates, carrying a lettered banner; or each carrying a cutout letter, which, together, spell out name of the attraction. Riding bicycles, the letters are attached to both sides of the bikes.

Group of motorcyclists might be arranged through cooperation of motorcycle clubs. They might "escort" film, or star to theatre. Or motorcyclists might arrive, in single file with the letters attached (possibly each motorcyclist carrying a girl "passenger").

Bathing girls, arriving in individual cars, and mounting a small platform where they model the suits before entering theatre, would add flash and aid in attracting crowds. First girl carries card which ties in "Newest hit of the season, and new styles in swim suits." (And dealer handling the swim suits might buy an ad on the event. Possible that suits might be borrowed from a manufacturer.) Night club featuring a floor-show might supply the girls, in return for the announcements and attention which they will receive.

A "Star Impersonation Contest" might be incorporated as part of the proceedings: Local impersonators of screen favorites, or of the star featured in attraction opening at theatre, arriving in limousines (supplied by a cooperating automobile dealer). Prize might be offered for best impersonation, with the contest presented on stage, or staged quickly out front. (*See* 172.)

The "opening" might be made a costume affair, with public invited to come costumed as attraction suggests . . . with prizes offered for best costumes. House staff, in this case, should be costumed, too.

Searchlights, if available, should sweep the skies, and up and down the street. Airport might supply the lights; boat lights might be borrowed; perhaps there's an army or navy unit near which might permit regular anti-aircraft searchlights to be used.

Moving pictures might be made of the crowd attracted. And perhaps arrangements can be made to have the film developed and printed locally, and shown several hours later on the same night (this being announced in advance, if possible).

Newspaper columnist or motion picture critic might "sponsor" the grand opening, taking it over as his personal affair, according it news breaks.

Arrangements might be made with airport and pilots to have planes circling overhead during "ceremonies," and dipping a salute. Over public address system, announcer in front of theatre might acknowledge the salute, directing crowd's attention to the planes.

House might be closed for an hour previous to the premiere, if held in evening (an optional angle and not essential).

And, with equal success, the grand opening ceremonies might just as easily be arranged for noontime, or morning, when attraction is opening then.

Some member of the staff should be assigned the job of keeping the block, or at least that portion of it in which theatre is located, free of parked cars. Police might cooperate. Space directly across from theatre should, at any rate, be kept clear for band, crowds. (*See Photo Section.*)

12. **MUSIC, SONG HITS** . . . Where songs are featured in an attraction, or the music is especially notable, appeal might be made to music schools and societies. Members of musical organizations might be contacted; also Little Theatre and Opera Groups. Telephone might do the trick, or letters or printed cards might be sent them.

Popular music should be featured by music counters. In addition to counter panel and displays, a window display might use sheet music covers, window streamers, theatre display stuff on attraction. Enlargement of sheet music cover, or of a recording, might be used as background for a window display or for lobby display. Music store can distribute heralds, on a musical, with purchases.

Orchestra and radio stations can feature the tunes. Orchestrations or recordings of the music might be supplied.

Contest for newspaper or radio might be based on submitted parodies on original lyrics from song hit in the show. Or, illustrating a newspaper contest with a scene from the attraction, contestants might be invited to submit a song title that describes the pictured scene.

Cleverest sentence or paragraph submitted using the words that appear in attraction title, or in song hits in the attraction, in combination with other song titles, might win tickets.

Contest could be based on novel, humorous, or clever suggestions for song titles, in connection with attraction that features songs.

Letter, or card (sent mailing list), might feature a scene from the attraction and a bar or two of music (with the words) from one of the song hits. Made in postcard style, they might be placed on a desk in the lobby, during showing of attraction, with patrons invited to postcard their friends a message about attraction (receptacle being provided for cards, theatre stamping and mailing them).

Singer could be sent to night spots, dance halls, introducing the song hits. Might also appear at luncheon clubs, in lobby, at meetings of ladies' organizations.

13. **BOOK COVERS** . . . Paper jackets for books can be imprinted and supplied schools and libraries. Boxed-in space on front cover carries copy: "This book belongs to (and space for name to

be written in)," and copy on theatre's attraction. Additional copy on attraction on back page.

Added imprint of a merchant's ad might help to pay for the covers.

Similar and simple angle is use of ownership labels . . . imprinted stickers, which carry copy described above, being distributed to students (who paste them in front of their books to identify them).

14. FLOWERS . . . Several hundred, or several thousand roses might be promoted from cooperating florist, to be distributed at a matinee in advance of opening of attraction. Tag is attached to each rose, imprinted: "A rose from (star)." Ad for florist is carried on reverse side of the tag. Or, instead of using attached tags, the roses might be pinned or stapled to an imprinted card.

Or, pretty girls might take the roses about town, calling on newspaper critics and prominent local citizens, pinning one of the roses to their lapels. List of people might be handed the girls. Recipients of roses and their friends will naturally discuss the event and the attraction.

Florist might formally name a rose or other flower after star, assuring a window display and possibly getting a newspaper break.

Baskets of flowers might be promoted for lobby display. Card placed near the flowers, carries the copy: "For (star) for her notable performance in (attraction) (and name of florist)." And of course, a permanent display of flowers for the lobby might be promoted, the flowers being regularly changed, and the cooperating florist receiving a card beside the display.

Exposition of flowers can be arranged, with display in lobby.

15. SNAPSHOTS . . . A candid camera or snapshot contest might be arranged, perhaps with cooperation of newspaper . . . prize, or guest tickets being offered for the best snapshots of the week. All newspaper stories naturally publicize theatre's attraction in connection with which the contest is arranged.

Or, contest might be arranged in cooperation with a photographer or film developing studio. Photographer or studio to buy newspaper space to publicize the event, and arranging window displays, also placing cards on their branch agencies. Snapshots might be required to be scenes or poses suggested by theatre's attraction. Used as a newspaper contest, the paper would reproduce winning snapshots daily, using at the same time a photograph from theatre's attraction.

Float, or display on attraction built about a truck, traveling about streets of the city, could feature a man equipped with a camera, with copy on panels inviting girls to pose for a snapshot. With prize or tickets to go to those selected as winners—prettiest girl, most attractive smile, etc. Photos would be displayed in front of theatre, those whose heads are circled to receive free admissions.

A "See-a-picture, Take-a-picture Week" might be arranged with cooperation of theatre and photographers and film developing places. Newspaper might sell a cooperative page, theatre and cooperating business places buying ads. Theatre offering guest tickets for best snapshots of the week. Photographers install window displays.

Camera stores offer excellent opportunity for window tieups, with displays of stills, or perhaps miniature reproduction of movie set. If store wishes, they might reproduce star stills, thus having them for display purposes together with their cameras in same sizes.

Kodak developing place might agree to insert imprinted cards or heralds in the envelopes in which negatives are returned. Insert should carry an attractive reproduction of a photograph of a scene from the attraction, or its star. Tieup copy would be included.

Kid camera club might be organized in connection with kiddie club at theatre and with photographer's cooperation, offering prizes for best snapshots each week.

16. BAKERY . . . Arrangements might be made to place small imprinted inserts in loaves of bread. Generally the inserts must be small enough for the bakery's insert machine to handle. Bakery ad or tie-in copy might be carried on the insert.

Bakery can place streamers or panels on their trucks.

Bakery might buy newspaper space, possibly showing stars eating bread and emphasizing: "bread for vitality, energy" angle; or copy tieing in stars or theme of attraction.

Limited number of guest tickets might be inserted in bread, or small number of inserts good for admission; bakery buying newspaper ad or window streamers to call attention to the stunt (devoting most of the space to theatre attraction).

Bakery might supply a quantity of "cookies" for distribution, or as a treat for a kiddie club. If for distribution, they should be inserted in a glassine bag which carries imprinted copy for both bakery and theatre's attraction.

17. POLICY . . . Having such important bearing on box office and on selling possibilities, correct policy must be considered a show-selling medium.

Proper opening days must be carefully considered; proper play dates, to get the most out of the various attractions, must be considered and weighed against individual situations, conditions, reactions. Opening hours of theatre are of importance. Operation of theatre should take into consideration the box office value of different types of attractions, and the town's reaction on different days of the week.

Small policy changes can aid the theatre's grosses materially.

An early morning opening on Saturday might work out . . . perhaps at a reduction of matinee prices which prevail for an hour or two. Preview of a screen attraction the evening before it is to open (with patrons attending the final showing of the old picture also witnessing preview showing of new show), might prove of definite value at the box office. Using money give-away nights, perhaps patrons attending the matinee, or attending the previous day, might be made eligible to win though not present on night of awarding of prize . . . possibly resulting in build-up in business on matinee, or on day previous.

Policy changes should be considered carefully in advance, as too frequent changes are confusing to patrons.

18. COMMUNITY COOPERATION . . . Any civic activity should find the theatre identified with it. The community might be made to almost revolve around the theatre by intelligent cooperation.

In addition to being prominently represented in any local activity, the theatre might be made the scene of many local events, to the advantage of the house.

Sunday Bible Classes or Sunday Schools might meet in theatre on Sunday morning . . . or additional church cooperation might find Holy-Week noonday services being held there. (*And see* 280, 91, 31.)

19. DRAWINGS . . . Using cartoon illustration of scene from attraction, printed on herald, a contest might be based on coloring of the drawing. Generally designed to appeal to kids, the heralds might be distributed into schools and homes, and at playgrounds.

Or, illustration might be reproduced in newspaper ad or story, or, even regular newspaper comic strip might be used if it ties in with theatre's attraction in any way, as comic strips sometimes do.

Merchant could sponsor the contest, and carry the illustration and contest information in his newspaper ad.

Contestants might be invited to draw in a comic face on a picture of a comic character . . . the face being routed out before printing. For newspaper or herald. Similarly, a face could be fully reproduced (with no eliminations), with contestants invited to draw on a comic disguise, whiskers, etc. . . . or a comic body.

Or, contestants might merely be invited to draw subject (the complete drawing) as suggested by the attraction . . . as an animal in connection with a jungle attraction.

20. FILLING STATIONS . . . Generally strategically located, filling stations are usually great spots for displays, or for streamers or cards.

Chain of stations, or group owned by oil company, might be set by contacting their main office in town and arranging the tieup for all their stations.

Oil change reminder stickers, small gummed labels, might be supplied filling stations well in advance of the showing of an attraction. Imprinted copy on stickers is: "Your oil was changed last at .(underlined space for miles to be written in). Change again at (underlined space for miles). And don't forget to see (attraction, theatre, play dates)." Sufficient space is provided to write in number of miles when oil is changed.

21. BOOKMARKS . . . Not to be overlooked, especially if the attraction is based on a well-known book, specially printed bookmarks can list a suggested reading list of books that are similar to or suggested by attraction story . . . or listing other books by the same author . . . and carrying copy on the attraction.

Arrangements should be made to place the bookmarks in public libraries and libraries in stores, department stores, book stores, for distribution. School and college book shops and libraries shouldn't be overlooked.

22. MINIATURE DISPLAYS . . . Especially adaptable to counters in drug stores and cigar stores and hotel desks . . . miniature standees can be made up from stills, or other small illustrations. The stills are attached to compo-board, and cutout (outlined) with cut-awl or mat knife. Space is left below the cutout figures, for lettering in title of attraction and play dates.

Often these miniature standees can be effectively placed in spots ordinarily difficult to get.

Miniature billboards might be made up, after style of billboard, with base, so that the display will stand. Display to be so constructed that small cards can be inserted. Illustration from the press-books might be used. . . the illustration of the 24-sheet ordinarily carried in all press-books, might be clipped out and pasted to a card, which is lettered and inserted in the "billboard."

With the edges painted, and attached to display panels, cutouts from stills and illustrations might be used effectively for lobby display.

23. SALE, SPECIAL WEEK . . . Tieup with grocery, or drug store, or with a city-wide chain of stores might make possible arrangements for a "special week" or special sale, at the store, or stores.

Perhaps title or theme of theatre's attraction might suggest the tieup.

Store would use pennants and streamers inside store and in, or on, windows. Tieup copy should be carried in newspaper ads.

Perhaps a city-wide sales event might be promoted, with cooperation of newspapers, merchants' association, Chamber of Commerce, bus and railroad lines . . . dedicating a special day of special values in honor of the star, attempting to draw business from surrounding territory. Much ceremony might be arranged, streets decorated, costumes (in keeping with the attraction worn); and with transportation lines arranging special schedules, perhaps special fares. Attraction or star would, of course, have to be outstanding to justify the civic activity . . . which might be called a "greater (town) day," and tieing in "greatest attraction," or "greatest show season" copy in all publicity.

24. MIRRORS . . . Artist might letter copy on mirrors in restaurants, confectioneries, soda fountains, barber shops, beauty shops, bars, as well as on mirrors in rest rooms of theatre. Similarly, too, artist might go about town lettering copy on windows of business places (with permission, of course). Artist (possibly a girl) should letter the mirrors during rush hours . . . Some special copy for the cooperating business place might also be lettered on.

A transparent or unopaqued mirror can be effectively used in many displays. The mirror appears as a regular mirror until light behind it is flashed, when it becomes transparent and it is possible to see through it (display or panel behind mirror, illuminated when light is flashed on, then becomes visible through the mirror).

For an aquatic display in a window, a mirror edged in sand makes a very realistic lake. Small boats might be placed upon it, reflecting as on water. Mirrors make an effective flooring for a window display where small objects are placed on display. Cutout letters, used in connection with a display, and spelling out a title, laid on a mirror flooring, are reflected, and take on the effect of depth.

25. NEWSPAPER ADS . . . Generally speaking, three "W's" form the basis of any newspaper ads,—"Where," "When," and "What" . . . and in that order ordinarily.

The important point of layout is, of course, to make the ad attractive, to make it stand out from the other ads on the page. Proper use of white space is of utmost importance . . . unless a black reverse ad is used. Idea generally is to do what the others are not doing, to aim at contrast. Ordinarily, however, to be effective, at least a fifth of the ad space should be devoted to clean white space.

In laying out an ad, it is a good idea to indent — bringing the outside borders in a half inch or an inch . . . or to set type a half inch or so within the outside border.

Selling angles and appeal should be the first point decided upon in constructing an ad . . . then selecting illustrations and copy in keeping with it. Even the design of the layout might be suggested by the intended appeal. First question, consequently, is "Just what, in the show is being sold . . . and just what appeal is being used to sell it?" Selling slant should be given careful consideration, since sometimes even the press-books are wrong in this regard; and communities differ, too.

Important point is that the ladies be considered in the ad appeal.

Illustrations selected for use should be good ones that are definitely attractive. They should look "in." And copy used in the ad should apply or connect up with the illustrations.

Headlines or catchlines selected for use should demand attention and carry the reader on to the text. The catchline is the barker for an ad . . . and if it is an efficient barker, it will lure newspaper readers into reading the entire ad. It should tease the imagination, and lead on to copy on the attraction.

Catchline type face is important, as a boldface line or a line set in italics, will often lend emphasis to the words, or contrast effectively with the other type. Try to visualize the appearance of the ad in print.

Simple words should generally be used in constructing copy—words that are easy for all readers to understand, yet words that pack a wallop, a forceful appeal. An ad-writer must have a due regard for brevity, condensing thoughts, and with no words wasted. Copy should sell the intriguing and sensational angles; it should be carefully aimed, with appeal as a target. Hackneyed expressions and generalities should be avoided. Instead of long, tiresome copy, it should be bright, sparkling, to the point. Copy should hint, suggest, tickle the curiosity—it shouldn't tell all.

Avoid commands as "Don't Miss It;" persuade, instead. Existing season or fad or sentiment might be tied to an ad.

Ad should not be broken into too many units, as it might become confusing. Double-feature ads should be clearly divided, with space allotment depending on the box office value of the individual attractions. Short features should receive the billing they deserve, and properly separated from the feature billing. Prices should be given mention if they are an attraction.

Border-lines should hold the ad together. Generally, black borders that suggest the undertakers should be avoided. It is possible that a distinctive border can be used, one that might become identified with the house.

Other points might include: Acquaintance with limitations of the newspapers, and writing ads within these limitations. Acquaintance with styles of type at disposal at paper (proof sheets might be obtained from the papers). Personal acquaintance of the compositor who sets the ads or "lays out" the paper can prove a very valuable contact . . . in more carefully set ads, in better position in the paper. Position given the ad in the paper is important, too; outside columns, above the fold, being preferable position. Ads should reflect an occasional change of pace. Occasionally, a variation in design can lend effectiveness to an ad . . . as use of a "stagger" ad—the columns varying in height, with story matter carried above shorter columns to fill out space; or a "skip the gutter" ad—divided into two separate sections, one section on either page and directly across the fold of the paper from each other. Number of small ads might be scattered through the paper . . . perhaps directing attention to the larger theatre-page ad. Letters and telegrams can be sometimes used as ads. (Also *see* 1001.)

26. **FASHIONS** . . . Tieups with stores will be suggested by attraction that stresses style or the gowns that the star wears. Or they might be based on naming of a garment or material after star, or the attraction, as: "(name of attraction or star) gown (or dress, or the attraction. Dresses, prints, hats or shoes. Store to install attractive window displays, possibly buying newspaper space.

"Perfect Model" contest might be arranged, offering prizes, perhaps a complete outfit to the winner. Elimination contest might be staged first, girls in final contest modeling the gowns (or bathing suits or sport clothes, or other costumes) . . . actually creating a style show as well as a girl contest.

Style show might be presented with store's cooperation . . . either on stage, or having garments modeled in lobby or mezzanine floor of theatre. Dresses, furs, coats, lingerie and (or) bathing suit styles might be modeled. Used as a stage attraction, the promenades of fashions should be interspersed with entertainment features. Style promenade for children might be included. Or a lobby style show might have models promenading among patrons, mounting small platform, spotlighted, where they model the garments. Store should publicize both the fashion show and theatre's attraction in their newspaper ads and announcements.

Wedding scene might be a highlight of a fashion show. It could even be a real wedding, but with all those appearing modeling garments.

Girl "pages" traveling about downtown section can carry large hat boxes which are lettered: "We're delivering these to (star), the best dressed woman on screen, at (theatre) in (attraction)."

27. TRAILERS . . . One of the most effective methods of selling coming attractions is, of course, the use of "trailers." Actual theatre patrons are naturally the best potential patrons for a coming show.

Prologues to trailers might occasionally effectively build them up (action, suggested by the attraction presented, on the stage or in theatre box at side of stage, and followed immediately by the trailer), (check "*prologue*" classification).

Trailers might be effectively cut into newsreels. Brief, single-flash trailers can be used well in advance of showing of attraction, by cutting one in after each unit on the program. Each flash different, and selling a different phase of the attraction. Or flash trailers might name previous hits of stars.

Added emphasis might occasionally be lent a trailer by use of color, bringing up colors in footlights or using light gelatine in front of projectors.

28. VALANCES AND FLAGS . . . Adding great flash to a theatre front, flags and valances in any size, made to order, can be obtained from any one of several companies whose advertisements appear regularly in trade papers. Or they might even be made up locally. Valance extending around canopy beneath outer edge, preferably made of silk, or other cloth, with lettering stitched on, or processed on . . . the lettering not transparent and being silhouetted at night.

Or, valance might be made up locally of oil-cloth or silk, with attraction copy lettered on, or letters sewed on.

Valances might be utilized to sell individual attraction, or special month, or season, policy, or on outstanding show. Or, special valance might be made up and used for event that occurs regularly. Summertime valance might carry cool copy, made up in cool colors.

Valance might sometimes prove effective, too, over doors, as well as around outer canopy. Flag can be used either flat against building, or from flag-pole extending horizontally from building. Banner can be attached against front of building. Pennants, connected in streamer style, might be used to adorn the front of the building. Or to be suspended under marquee. Attraction might suggest their use. (*See Photo Section.*)

29. POSTING . . . Highways and prominent posting locations (especially larger paper), should be so situated that they are seen by those coming into downtown section, not leaving it.

24-sheets should be used for highways and fast thoroughfares, and even 24-sheets should carry a minimum of copy. Small paper is wasted where the traffic is fast. Smaller posters are useful where pedestrian traffic and slower automobile traffic might read them.

Where there's local activity, or interest of any kind, or a location that is the object of attention . . . a spot might be found for a poster.

Billposters should use plenty of white blanking, so that posting appears clean. And poster locations should be scraped regularly, every third to fifth time they are posted, at least. Date strips should be definitely clear. Old paper should never be permitted to live after the attraction has gone.

Billposter might prevent heavy rains from getting under and washing down paper from the top, by placing a small ledge or a piece of molding across the top. For cold weather posting, a pound of calcium chloride added to each ten gallons of paste will prevent freezing; and in diluting, salt water might be used.

Windows of vacant stores, and even parts of windows of stores that are in use, offer many valuable spots for lithographing. Flat two's, one's, half-sheets or half-sheet upright streamers, will generally prove most effective for lithographing, though occasionally a large window strategically located will offer an ideal location for large paper, even for an occasional 24-sheet.

Occasional titles offer possibilities of "teaser" posting campaign . . . posting quantity of paper (usually 1's, or 3's or smaller paper) carrying just the title, well in advance, then following up as play dates approach with paper carrying rest of information on picture, theatre and play dates.

Group 24's are occasionally possible and effective. Where several 24-sheet stands are available together, they might be especially painted, all together, as one unit, and used as a group display on one attraction . . . the reading copy spread out over the several stands.

Upside down posting might be occasionally adapted to an attraction title, using a prominent location, posting paper well in advance. Adaptable to any paper, though most effective with big paper. Might be covered with correctly placed poster when play dates of attraction come 'round.

Delayed posting might be occasionally used effectively. Selecting a prominent location, well in advance, one sheet of a 24-sheet is posted, adding one additional sheet to the board each day until the entire 24-sheet is up. Date is then posted over space which was previously occupied by a large question mark. Or just a figure is posted, to one side, as that of a girl, rest of poster blanked in; left some several days, rest of poster is added.

Group of girls, in shorts or attractive costumes, might be assigned to post a 24-sheet, using a poster panel that is prominently located. Proceeding leisurely, they attempt to post the display paper. (And a regular billposter can correctly post a 24-sheet over the panel when the girls have finished.) Similarly, the girls might attempt to post a 24-sheet at ball park, before game begins, when they have a large and interested audience. Or billposter might post a 24-sheet during the game, taking his time so that he extends it through duration of game.

30. CONTESTS . . . Newspaper contests, with readers competing for theatre guest tickets, or other prizes, make for reader interest and consequently tending to build circulation . . . and are therefore of value to the paper as well as to the theatre. And, generally illustrated with art from theatre's attraction, they can prove of inestimable value to the attraction.

Contests can add interest to a radio program, too, and draw the attention of thousands of listeners to the attraction. And most contests can be adapted to radio broadcasting. Contest might be sponsored by the broadcasting station; or an advertiser buying time over the station might incorporate the contest into his program.

Many contests can be adapted to tieups with newspaper's classified page. Space assigned theatre's attraction, calling attention to the contest, might be carried on another page if preferred.

Contests are effective as cooperative page features.

Usually, in connection with a contest in which it is possible that a large number of the contestants might submit correct answers, it is best to also require something additional (perhaps another contest angle), in which ability or distinctive originality can be used to select a winner. A brief essay on some subject suggested by the attraction would do the trick.

Tickets might be used as prizes, perhaps with cash or merchandise prizes for first winners. The more valuable the prizes, the more interest. Cleverest and neatest entries might be awarded tickets. Contests should not be too difficult.

Contests might occasionally be effectively adapted to heralds, programs.

And, of course, windows, stage presentations . . . every sort of advertising might effectively include a contest. Check "Contests" classifications.

31. LUNCHEON CLUBS . . . Cooperating with a luncheon club, aiding them in arranging programs or contributing to their activities can prove of definite value to a theatre when theatre needs the club's support.

Introducing talent in connection with a stage program at a luncheon club is, of course, routine,and,occasionally done, will result in publicity, newspaper stories and word-of-mouth; perhaps the program might be broadcast over a radio station. Papers might use photographs of the entertainers and the officials of the club.

Charity activities of a club might offer an opportunity for theatre cooperation; perhaps a midnight show to raise funds, or members selling tickets on a percentage basis.

Club can sponsor the arrival of a star or a show in town, forming a "welcome" committee, at depot or airport. (With possibility of subsequent newspaper stories and pictures.)

Heralds, or imprinted souvenirs or folders, can be distributed to various luncheon clubs . . . preferably by attractive girls. Arrangements might be made to have night letters sent them, calling attention to booking of attraction, read at meeting. Talks "inspired" by theatre's attraction might be made.

Guest tickets might occasionally be supplied luncheon clubs for attendance prizes, with attraction announcements resulting.

(*See Photo Section.*)

32. RACE, SPEED . . . In connection with auto or horse races (or any kind of races or speed tests), arrangements made to have one of the feature races named after the star of theatre attraction, winner to be presented with trophy (loving cup, etc.) (*See Photos.*)

Program and newspaper mention might be secured, and announcements at the track might be made. Banners announcing the special "(star) Handicap" should be placed in a prominent spot at the track (in advance).

Picture of pretty girl presenting the trophy might be planted for newspaper space. If playing stage show, girl featured in it might present the trophy.

Race sheets on sale at newsstands might be rubber-stamped with copy on attraction. Display cards will find an interested audience (on a horse-race story) in places where bets are accepted.

In connection with auto race attraction, perhaps a race-car can be secured for bally, either running it or parking it about town, or mounting it on bannered truck.

Similarly blanketed race horse (with small signs attached) can be led about town by lad in jockey get-up in connection with race-horse story.

Newspaper contest based on a race story might feature screen stars or local celebs disguised by artist as racers (with helmet and goggles, and possibly drawn into small race automobiles). Contestants to correctly identify them.

Races or speed contest based on whatever industry or produce the town especially specializes in might be promoted—for "world's championship."

Or theme of attraction, or incident in the story might suggest novel race (such as waiters' or waitresses' race, entries carrying loaded tray . . . the tray containing milk, with dairy cooperating and buying ad on the event and the fact that they supplied the milk) or other liquid, which is not to be spilled.

Old car, or flivver race, might be staged, in connection with attraction that in any way suggests a race, or old flivvers. Cars to be allowed but one gallon of gasoline . . . cars to start from newspaper office (or from theatre, if preferred) at a specified time, following an outlined course, obeying all traffic rules. Race is not a speed race, but rather a contest to determine car that will run the nearest to goal (which must have a course of eighteen or twenty miles between same and start) on a gallon of gas.

Display for lobby, front or window can feature miniature racing cars, attached to parallel belts (which are geared to different speeds), the belts bringing the cars into view across an opening in the display, apparently racing. Or a bicycle wheel can be used, with the "cars" attached. Or, a turntable with attached miniature automobiles might be constructed just within an automobile tire for a tire dealer's window, or for a display in lobby with tire dealer buying newspaper space on the display and the attraction.

33. KISS . . . Using reproduction of lips, supposedly those of star of attraction, and in tieup with druggist, or beauty shop, or chain of drug stores . . . tickets are offered girls whose lips are most nearly like star's. Star's lips are printed in store's newspaper ad or on card or herald (imprinting lips in red) . . . with space allowed immediately below star's imprint, for girls to make a lipstick imprint of their own lips. Entries to be sent or brought to cooperating store. Small copy instructs the girls to apply generous amount of lipstick before making impression. Most of space on ad or herald devoted to attraction copy. Or, large book might be provided, on a pedestal, as center of display in lobby, or rest room, with girls being invited to register their lips and their names . . . with lips nearest like those of star to win tickets.

If kiss, or lips, are important to attraction, stickers with red kiss imprint (with attraction title lettered on) can be used for windows, windshields, books, correspondence.

Orchestras and broadcasting stations might feature a program of "kiss" songs (numbers that include the word "kiss" in the title). Newpaper or radio contest might ask contestants to "define a kiss." Mirrors at cosmetic counters in drug stores, in ladies' rest rooms, might be decorated with red lips (natural size), copy lettered on mirror asking girls if they have lips like those of the star.

Quantity of small mirrors might be secured cheaply enough for distribution to office girls and shop girls. Small "kiss imprint" can be stenciled on the glass of the mirrors, and sticker attached to back of mirrors.

Candy kisses can be distributed in small envelopes, imprinted with: "A kiss from (feminine star) (and then into copy on attraction)." Attractive girls distribute the "Kisses."

Newspaper contest might be based on identification of reproduced lips of screen stars, with, of course, stars of coming attraction included.

34. POSTER CONTEST . . . Arrangements might be made with art school, or art department of school, to have students prepare posters on theatre's attraction . . . with prizes offered for the best, tickets for others. Posters can be used for display in windows; or they might be placed on display as a group in prominent windows.

Life-size cutout figure of star of attraction might be sent to the school, to be used as a model; or, a girl in costume suggested by the attraction, might pose for students.

Art class might agree to prepare the poster in theatre lobby . . .

setting up their easels, and using as a model a girl, in costume, who poses as center of a display on attraction.

35. SUMMERTIME . . . Hot weather suggests displays that sell the refreshing, cool enjoyment the theatre has to offer.

Cool colors: greens and blues and whites. Summer trellis, palms, white lattice work with entwining flowers, boxes of shrubbery, ferns—suspended under marquee (and watered daily), summery effect generally. Artificial flowers will probably prove most practical, but climbing vines, gourd and morning glory, can be planted in outside boxes.

A summer garden might be a feature of lobby or sidewalk (if sidewalk width permits). Canvas awnings, beach umbrellas and tables, beach chairs, grass mats. Painted summery scenery can be used for background. Tieup with tea company might arrange free ice-tea for patrons resting themselves in the "summer garden," with good looking girl serving the tea.

Lobby display might feature a miniature waterfall, constructed as the center of a display. The water being returned with a centrifugal pump. Or, if only a small amount of water is used, it might be hooked directly into water supply. Tiein with cool copy and displays selling summer hits. Elaboration of the waterfall can have the water falling down the face of a piece of translucent glass . . . and from behind, lantern slides are projected against the glass . . . which are visible (if there is not too much light) from the front, through the glass and the water. Series of slides might be flashed. Side panels should conceal person operating the stereopticon, which is used during rush hours . . . at other times blue lights flooding the translucent glass from behind.

Life-size cutout figure of cooling plant engineer might be used as part of a display with copy: "Doc. (name of cooling plant engineer), the (theatre) weather man predicts perfect weather for (theatre) patrons."

Newspaper might use photograph of local weather forecaster, "starting the plant," tieing in angle that theatre makes own weather, quoting him as predicting an even temperature, cool and comfortable at theatre all summer.

Large thermometer might be used on sidewalk (or in some prominent spot removed from theatre), showing correct outside temperature, with lettering on same calling attention to fact that no matter how hot the thermometer might show it to be, that it's always cool in (theatre).

Small thermometers, if available cheaply enough, might be attached to imprinted cards and distributed. Copy is to effect that whatever the temperature outside, cool comfort awaits inside theatre. Most of card space can be devoted to a coming attraction.

Crushed, then straightened out, cellophane can be used to face cutout letters. Made into cones it resembles icicles ("Ambroid" cement will hold it). Green cellophane can be used as frame coverings for stills and to back up displays where letters are cut out.

Emphasis might be added to the pure air angle by pointing out in newspaper story that the plant removes enough dirt every day (from the outside air which is drawn in) to raise a small garden of vegetables. Display in lobby might feature plant growing in flower pot of dirt . . . and panel copy to effect that the cooling plant removed the dirt (from outside air) in purifying the air. The plant might be the basis of newspaper story.

Valances and flags bearing cool copy can be used to add to attractiveness of front.

Refrigerators present a seasonable opportunity to tieup with local dealers and distributors, staging an exposition of refrigerators in the theatre lobby, with one or all dealers represented and buying newspaper space. Newspaper should cooperate, getting out a special page or section, tieing in theatre attractions and refrigerator copy. The affair could be made coincident with the season's first use of the cooling plant, tieing in this angle with the copy . . . perhaps using a photo of a pretty girl in bathing suit "starting" the plant.

Novel herald for hot weather might be based on "weather warning" idea. Folder type herald should be imprinted on the front page: "Weather warning! Hot weather hints! Be very careful this weather. Important information inside." Inside the folder is the copy: "Be very careful this weather. In case of frost-bitten ears, rub the ears with snow. If the nose freezes, lie down in the snow, dig a little hole, and carefully insert said nose. Frozen tootsies should be put in ice water, well salted, and then rubbed briskly with a coarse towel. And remember to shovel the snow from the walk in front of your house. It is very disagreeable to your neighbors to have to wade through the deep snow piled on your walk. Of course your neighbors do not shovel the snow from their walks either, but you can show them what a big kindhearted guy you are. And will they be ashamed of themselves . . . and let you come over and shovel the snow from their walks, too. Take care to wear plenty of warm clothing this weather. Don't go out in blizzards or snow storms unnecessarily.

And guard against falling icicles. And, for entertainment, whatever the weather, see (and into copy on theatre attraction)."

Heralds selling cool comfort of theatre might be distributed by ice company, with the ice. Announcements might be posted in swimming pool dressing rooms.

An ancient hot weather stunt is the "attempt" to fry an egg on the sidewalk, using girls from stage show, who proceed to place skillets on the sidewalk, in which the eggs are "fried" (the skillets being previously heated in nearby restaurant). Newspaper flash is necessary to justify the stunt, so photographer should be present, or radio station might broadcast it.

A Bathing Girl Revue, with department store cooperation, might prove an excellent hot weather attraction, for stage or lobby or mezzanine floor.

A good time in the summer to send heralds around to homes is in the evening when (in residential sections) a great many people customarily seat themselves on their porches. Herald might carry copy: "Why sit on the porch when it's so much cooler at (theatre) . . . and there's a great show tonight— (and into attraction copy)." Heralds delivered to those found on porches. Sound truck carrying similar copy might be sent around.

36. FOOTBALL ATTRACTION . . . Theatre might go in for football atmosphere in front of the house, placing "goal posts" at either end of marquee, so that they span sidewalk . . . and ruling off sidewalk with white lines after fashion of football field. Panels for sidewalk or lobby might be made up in the shape of a football.

Barker on sidewalk, with megaphone, should be clad in full football regalia. Or girl "cheer-leaders" might be used out front, costumed in short skirts and "cheer-leader" sweaters. Barker spiels the attraction in rah-rah style. A float on the attraction might feature girl "cheer-leaders," who hand out heralds when the truck stops at intersections.

Football team might be secured to run signals down main street at busy time of day (with motorcycle escort to "run interference" for the team). Name of attraction might be used as the signal to "snap" the ball. One or more of the players might carry title of attraction on his back . . . or each might carry a letter on his back, which, together (when in correct "formation"), spell out attraction title. Or banner might be carried along.

Herald can be made up after style of a ticket to an important football game, making attraction copy very apparent, however, after first glance.

Tieup with department store might feature "All-American" Fashions . . . including display material on theatre's attraction in their windows. Newspaper or radio station might conduct contest to select city's "All-American" girl. Could be based on submitted photographs . . . with football team as judges. Clothing store dummy, in football outfit, can be used for lobby or window display.

City-wide kicking or passing "championship contest" might be arranged, perhaps with cooperation of sports editor of newspaper or radio sportscaster . . . presenting trophy named after attraction to the winner. Might be staged just before a big game.

Couple of girls dressed in football costumes, can travel about town, carrying football on which attraction title has been lettered. Copy on their backs reads: "Don't pass . . . (attraction and theatre)." Or, "Follow me to (attraction)."

Miniature "football field" might be used as the center of a window display, using small toy "football players." Ads on attraction can be represented by suspending a toy airplane over the field, extending a "banner" behind it (a piece of lettered ribbon kept in straight-out position behind the "plane" by a wire).

Action shots of oustanding football games of the season might be secured from newspaper for an attention-arresting lobby panel. (See 924.)

37. NAVY, SAILORS, MARINES . . . Cooperation of Naval units should be secured in connection with an attraction that pictures Navy activities. Naval officers and Naval Reserve should be invited, parading to theatre, with band or drum corps, if available . . . and carrying: "We're on our way to (theatre) to see (attraction)," banners. Cooperation of Sailors, Sea Scouts, and R.O.T.C. might be secured for parades and opening ceremonies at theatre.

Theatre front displays, if built up, might feature big guns projecting out over the sidewalk (gun frames made of strips covered with painted signcloth with cutout star in ends of each of the "guns" to finish them off). Matboard frames over stills should be made to resemble portholes. "Battleship Grey" color scheme might be featured. Pennants, life-preservers, navy hammocks can be used. (*See Photos.*)

Crow's nest might be built atop marquee, with gob, or costumed dummy, in same. Naval searchlights might be used.

Arrangements might be made to use Navy's 1-sheet boards which they have in most towns and which cooperation they will usually extend, carrying tieup copy.

Navy recruiting office will station a sailor in theatre lobby. Similarly, army recruiting.

Souvenirs, photos, etc., might be borrowed for display in lobby or windows. Stores should feature "navy blue," together with displays on the attraction, in their windows.

Comedy angle might be deck-swabbing contest for kids, with swabbers performing out front.

Store can go along for a complete outfit for girl attending opening night in most becoming sailor style outfit.

Candy life-savers samples might be secured in quantity from the manufacturer. Inserted in small imprinted envelopes and distributed by girls in sailor costumes. Boys distributing heralds should be costumed, too.

On Navy Day (Oct. 28th), arrangements can be easily made to have sailors parade to theatre as highlight of evening (with newspaper photographers on hand).

Quartet, costumed as sailors, might entertain at night clubs and ballrooms; or a couple of girls in sailor outfits. They present numbers from the attraction (if any) and announcements.

Patriotic groups should be contacted, as they will probably be interested in the attraction.

Special appeal should be made to sailors in seaports via handbills, strategically placed cards, banners. Newspapers with attraction copy imprinted on margin might be distributed to ships. (See 861.)

38. SHORT SUBJECTS . . . Silent treatment shouldn't be accorded short subjects. The feature attraction is, of course, of major importance; however, short subjects and individual acts often carry very definite value that theatres can capitalize upon, adding materially to the box office appeal of the show.

A short subject might appeal to a certain group, or class, or nationality; and if this is so, the attention of these people might be directed to it. Often important stars appearing in shorts have a very definite following.

At the least, short subjects should merit mention in front of theatre, and in all newspaper ads. Occasionally, tieups and window displays are possible. Newspaper and radio mention is often justified.

Playing stage attractions, each individual act or performer carries a definite, different, appeal, adding to the appeal of the show as a whole. They merit and generally receive individual mention, or billing. Short subjects deserve similar consideration, supplementary, of course, to the feature attraction.

With show-goers shopping for entertainment, attractive short subjects might be supply just the extra pull needed to draw them in.

39. EDUCATIONAL . . . Attractions of a definitely educational nature should merit support and cooperation of schools and colleges, clubs and organizations of all kinds.

Screening for superintendent of schools and principals would secure their endorsement, and cooperation in arranging for school children to see the attraction. Special group rate could be made students; and with cooperation of teachers, the tickets might be sold in the schools in advance. Or, teachers might bring their pupils in a body to witness an attraction that carries special interest or educational value. Plans might be worked out for use of school buses (where they are used) in transporting the kids to theatre . . . and, additionally, each teacher might collect admissions from her charges, buying the tickets for them, speeding up handling of the children at theatre.

Schools and colleges might permit posters to be placed on their bulletin boards, or in school libraries or bookstores. Announcements might be made in classes. Imprinted heralds or blotters might be distributed to students.

Board of Education might agree to dismiss classes early so that students might attend a special matinee. Essay contest, inspired by the feature and based on it, could be arranged in schools.

And in selling an educational attraction, in routine advertising the entertainment value should be stressed. Sell the educational features to those to whom they will definitely appeal. (See 281, 324, 479, 603.)

40. LETTERED RIBBONS . . . Lettered with title of attractions, ribbons might be worn in advance by ushers and house staff. They could be small, and attached to lapel; or large, and pinned across chest. *(See Photos.)*

Waitresses in restaurants, soda fountains, might wear them; also, clerks, cashiers in stores.

Small, imprinted ribbons might play an important part in welcome ceremonies, or in connection with appearance of an important stage star . . . the small ribbons being worn by welcoming committee, or by members of luncheon club where star makes an appearance. Ribbons imprinted: "Welcome (star)."

41. SHORTHAND . . . Appealing to stenographers and secretaries, or in connection with an attraction that appeals especially to them, these angles can be adapted:

Blotter or herald, carrying an inscription in shorthand, and distributed to the offices. Message printed twice, since there are two popular brands of shorthand. Written out by hand, an engraving is made up . . . reproducing the shorthand. Blotters would prove of most value since they will remain on desks for a longer time. A note, in ordinary type, at bottom of shorthand inscribed herald or blotter might offer guest tickets to first so-many girls phoning in correct translations. Or, perhaps the stunt might be reversed, with the "message" carried in correct English, and with the tickets to go to those sending in best translations into shorthand. (Business College professor might serve as the judge.) Most of space is devoted to attraction copy. Idea is also adaptable to newspaper or classified page contest.

A newspaper ad (theatre or cooperating store) might be headed: "Secretaries, stenographers, we speak your language (and then into shorthand 'message')." Guest tickets offered for the best translations (making the offer and including theatre copy in straight English). "Message" in shorthand about unusual values, at stores and at theatre, might be made the center of a cooperative newspaper page.

Newspaper could feature a series of scenes from a coming attraction, with the captions cut in in shorthand . . . offering guest tickets for first so-many stenographers, secretaries, students to correctly interpret them.

42. BOAT BALLY . . . Where there's a beach or a much frequented river front . . . or where a water regatta of any kind is attracting crowds, a sailboat with sails lettered or with banner attached can be used effectively, cruising near the crowds.

If sailboat is unavailable, a lettered or bannered motorboat will serve. Motion pictures being made of a regatta from a bannered speed boat will assure permission generally for the speed boat to travel about where everyone might see it.

Or a banner might be placed on a buoy, or diving barge, near the shore.

43. BICYCLES . . . Can often be used for street bally.

Cards might be attached to bikes used by messenger boys, delivery boys—triangular card with grommets in each corner tied into frame of bikes.

Period story would suggest use of old-time high-wheel bike, or a tandem bike. Bicycle shop might have one. Man and woman might ride the bike, dressed in costume suggested by picture. Or used on comedy, with copy: "Funnier than an old-fashioned bike . . . (and into picture copy)."

Bike could be set up solidly atop canopy . . . or atop new automobile . . . with girl in shorts and sweater, or costume suggested by picture, pedaling it. Tickets offered to those guessing nearest correct mileage that a register attached to the wheel will show by the time that (attraction) arrives in town. Used atop canopy, pedaling of bike can be arranged to revolve display behind bicycle, which spells out name of attraction, or lists names of stars. Could also be adapted to lobby display.

Bike races for kids at playgrounds might be promoted, with tickets or other prize for winners. Perhaps a bicycle for winner. As a playground feature, additional tickets can be awarded for winners of contests—trick-riding, slow-riding, fancy-riding, balancing, prettiest girl cyclist, etc.

Bike parade could be arranged, with bicycles decorated or lettered. Bicycle clubs might make arrangements.

44. TIME . . . in different cities of the world at the identical time, would make an interesting window for an attraction that deals with travel or with foreign country, or with time. Telegraph company renting clock service might agree to install a number of clocks, each showing the correct time in some part of the world. Display carries copy: "Here's the correct time the world over . . . But in (city) it's the right time to see (attraction)."

Clocks about town might be lettered, or stickers can be attached, carrying copy: "It's time to see (attraction)."

Where a definite period of time is important to title or theme of an attraction, cooperating department stores could arrange special sales for a similar duration of time. Or a newspaper contest might be based on contestants' suggestions for best and most enjoyable way to spend a similar period of time in (town). Or what contestants would do if they had only the same number of hours to live.

45. MAGAZINE SLIPS . . . Small imprinted slips of paper can be attached to the covers of magazines on the newstands, especially screen fan magazines, the slips carrying copy on theatre's attraction. Or a sticker might be used.

Using imprinted slips (not adhesive), space is left to the right of the slip. Blank part of the slip is folded over, and when slip is attached to magazines, the folded under part of the slip is touched with paste and attached to under side of the cover—thus avoiding pasting to the front of the cover and defacing it.

46. USHERS, STAFF . . . On seating patrons, ushers might hand them a small card, which carries imprinted copy: "Pardon me . . . but as a member of the staff of (theatre) it has seldom been my pleasure to address you personally. However, I have a message for you today that justifies my stepping out of character" (and into copy on attraction, adding that usher felt it his obligation to suggest to those patrons whom he seated, that they plan, by all means, to see the picture).

Exploitation possibilities of attractions might be discussed at staff meeting with often excellent results. Various members could be assigned various attractions on which to work up suggestions. In connection with an important campaign on an attraction, each employee could be asked to come through with three advertising stunts which the individual employees would see through to a completion.

Employees should be sold on the idea that they can aid business in their contacts with patrons. Since they make the contacts, they naturally make the impression for the theatre. They should strive to be cheerful, courteous, patient, considerate, intelligent.

47. INTERVIEWS . . . Interviews with star of theatre's attraction by newspapers are, of course, very valuable. Similarly, radio broadcast interviews can reach thousands of people. Both are important; and any personal appearance of a star or important stage or screen personality must be featured by interviews.

In connection with a screen attraction perhaps newspaper might "interview" the star of the attraction by submitting a list of questions direct to the star at the studio . . . the questions to be answered in regular interview style (and space being provided on the paper carrying the questions where the answers might be inscribed), newspaper publishing questions and answers exactly as a real interview would be handled. Could be adapted to radio, and handled as an interview, with someone doubling for the star (which is announced). Newspaper readers, or radio listeners, could be invited to send in questions they would like to have included in the interview; best ones used.

Telephone interviews, via long distance, direct with star of attraction have been arranged in the past, and might possibly be worked out with cooperation of the studio. Or star of stage show could be reached at city played previously to local engagement. Such a stunt can prove expensive, and this should be checked in advance. Newspaper cooperating, columnist or critic, or newspaper's editor conducts the "interview" . . . conversation of both parties being jotted down for newspaper reproduction; and, too, conversation, questions and answers, might be carried through loud speakers into theatre; or the interview could be the highlight of a luncheon, with guests "listening in" with the aid of amplification. Or broadcasting station could conduct the interview, broadcasting it, or a recording of same.

Newspaper critics might be assembled, perhaps at a luncheon, with call to star (previously arranged) put through, and each newspaper representative permitted to talk to the star for several minutes. Telephoto of star at phone might be carried by newspaper.

Arrangements might be made to have star speak or sing, via long distance to orphans or for some charitable organization (perhaps as feature of a charity show or meeting), and with the charity angle, the cost might possibly be reduced. Newspaper critics should, of course, be present.

Imaginary interview with star of the attraction might be made the basis of a contest for newspaper or radio sponsorship . . . with contestants to submit their imaginary interviews, questions and answers, with prizes for cleverest, most accurate.

Newspaper writer or movie editor can work up a novel feature by "interviewing" manager of theatre on some subject about which he appears (in the interview) to be uninterested, answering each question (which are carried too, question-answer style), with some information about an important coming attraction, or about theatre's cooling plant (if summer), dismissing subject he is being queried about with as few words as possible.

Local character similar to that portrayed in an attraction might be interviewed for a newspaper story; or a person who is interested in a similar business to that pictured in the attraction. Radio interview might be similarly arranged, possibly from person's place of business, as interviewing a cab driver as he sits in his cab (in connection with a story that features a cab driver).

48. ANIMATION . . . The value of any lobby or front display can be very much enhanced if some movement can be secured. Motor-driven, a cutout figure might be made to move, or a display of stills to change, or a series of figures attached to a belt made to pass in constant review. Each attraction or front design should suggest some possible animation.

Generally mechanical, animation might also be secured, however, by using persons, possibly attractive girls, in a display, to create movement. Lights might be made to change or flash. Panels or scenes can be made to revolve or change.

Mechanical animation is almost always based on use of an eccentric (a wheel with an off-center drive), with use of worm gears for regulation of speed of motor, or through reduction of gears. (From small gear to large decreases speed . . . and large to small gear increases.) Ordinary bicycle wheel can be used to reduce speed. (See diagrams in picture section.)

In addition to eccentric wheel animation, weights and springs can occasionally be used to "return" the object being animated.

Rocker arm (rocking part of a display from side to side), animated by a couple of dry cell batteries (or in some arrangements, by house current), can be used to add movement to a display. Can cause a cutout figure to wave an arm, or leg of a chorus girl to kick, or other movement as desired. Several devices are in use, and electrical supply house can supply same. Best idea is to secure a unit intact from an electrical store or drugstore where it has been used in connection with a window display. (Commonly used, many national advertisers send the units out with window displays on their product.)

Animation might be added to a display, without actual movement: as, a scene painted on a scrim (thin cloth), with another scene behind the scrim which becomes visible (through the scrim) when a light flashes on (illuminating the scene behind the scrim), and thereby changing scenes. Or, using scrim, a cutout figure might be attached directly against the scrim (in front), and behind the scrim, a band or belt, moving around a light, reflects light through perforations in the band against the scrim (as moving stars thrown against the scrim), as background for the display in front.

Push button, outside a window display, might be so arranged that it animates display within the window when pressed. (Center of display in the window could feature transparent mirror . . . with light flashed behind it illuminating display, which shows through, when button is pressed . . . or stills or display can be placed closely behind cloth or paper, showing through same when light is flashed behind them.)

Simple and easily-done animation will often add a hundred per cent to the attention-attracting value of a display.

A "motion maker," available for a small sum from the American Display Company of Dayton, Ohio, can be utilized to drive almost every type of animation, and at variable speeds. It is a compact unit that is complete, requiring no additional devices or attachments.

49. AIRPLANES AND AVIATION . . . In connection with showing of an attraction that features flying, a display of flying equipment and instruments might be arranged in cooperation with aviation manufacturer or a flying service company at airport. Display is set up in lobby, or as center of an elaborate window display, and possibly used in front of theatre when attraction is shown. (All equipment should be carefully guarded, or locked in show cases to prevent theft.) An airline might install an elaborate display, including equipment, maps, photographs. Display, using globe of world, or lighted map, could point out hours by air to different points.

Plane, on exhibition at flying field, might be lettered with attraction copy, especially if crowd is attracted to field. Copy is lettered in water color so that it will wash off. Or, if plane is not to be flown, small banner might be attached to the side of the ship.

Similarly, lettered plane might possibly be placed in prominent downtown location, in depot, or hotel lobby, or in other enclosed and prominent place.

Smaller type plane might be placed in theatre lobby, if size of lobby permits, in advance of attraction. Plane should be roped off so that it will not be tampered with, and should be in charge of attendant. Attraction copy on easel panels.

In placing a plane on display in theatre lobby, some additional publicity could be secured, when transporting the plane to the theatre, by arranging to have a traffic cop give the pilot a "ticket" for parking his plane in front of the theatre (for a newspaper photograph and novel story).

Airplane might be mounted atop marquee, either borrowing an old plane, or building a replica of one. Propeller is driven by an electric motor, made to revolve. Sound record, played over house amplification system, supplies the roar. Signal lights on wing-tip should be lighted at night, flickering on and off. Flood lights or beacon lights can be used out front.

Toy airplane might be made up, and made to "fly," for a lobby or under marquee flash. Slowly revolving wheel is set up horizontally, with plane fastened by a string or wire to the edge of the wheel. As the wheel revolves, the plane will "fly" in a circle. The "plane" should be lettered, or a miniature "banner" (made from ribbon, lettered, extended by means of a wire) might be attached to its tail. Or a toy plane could be animated, for a front or lobby flash, by fastening it to a revolving belt which traverses the display, sending the plane around behind the background after it passes in front of display. Several planes might be used, (so that one or more are always visible). Sound record can carry airplane roar, using house amplification (with the display or independent of it).

"Wind-sock," borrowed from airport, could be set up atop marquee, with attraction title lettered on. Might be kept extended by means of a stiff wire.

"Orientator," or "Pilots' Vision Test Machine," or miniature "wind-tunnel" might be secured from airport or plane equipment company for a lobby flash.

Airport atmosphere could be given theatre lobby (in addition to display of flying equipment), by setting up a short-wave wireless operator in the lobby, duplicating, if possible, airport radio room. Airport might cooperate in supplying equipment and operator. The set might be tuned in on conversations between airports and pilots in the air.

Theatre's amplification system can be used to "broadcast" phony "messages" to and from pilots (sending the "messages" from front of theatre, or in lobby). Sound effect record might carry roar of airplane for background. Plugs for attraction should be frequently announced. "Messages" might be along lines of "Calling Pilot 24. Visibility excellent. Land at once and come to (theatre) and see (attraction)."

Pilots may be invited to attend, on opening night of attraction, as guests of theatre. And, if town is terminal for airline, stewardesses, or girl attendants might also be invited. Perhaps newspaper will go along for a group picture of the uniformed fliers in front of theatre.

Local Junior Aviators can conduct a model plane contest for a trophy named after the attraction. They might parade to theatre for a special morning showing. Generally newspaper-sponsored, the paper should go along for a picture of the Junior Fliers in front of the theatre.

"Stewardess" might be made a feature of a lobby display in connection with a coming air epic. Costumed as a regular airlines stewardess, the girl serves tea and cookies (promoted) to patrons, and acts generally as a hostess. Air line might supply the girl if she is permitted to hand out airtravel circulars.

Map of area traveled in attraction could have stills attached at points where action occurred.

Philatelists might be found who have a collection of airmail stamps, who will loan them for lobby or window display . . . surrounded with display copy and stills on attraction. (They should be carefully safeguarded because of their value.) Prize could be offered, perhaps with cooperation of newspaper's stamp-collecting column, for best display of airmail stamps brought to theatre (the stamps to be placed on display).

Best air photographs or best snapshots of aviation subjects might be made basis of a contest, for lobby or newspaper. Or good photographs from the air could be used for newspaper reproduction, accompanying a feature story on the attraction; or used for lobby flash.

Newspaper contest could be based on defining of aviation terms. Or for best yarn written in aviation language, using flying terms and slanguage. Or for best aviation gag, or joke. Aviation questionnaires, listing questions pertaining to flying for a check-up on knowledge of aviation terms, expressions, etc., might be used as the basis of a herald, or for a newspaper contest. Or quiz could be based on questions pertaining to air history.

Group of girls may be posed about a new plane, holding large cutout letters, which together spell out attraction title, for a photograph (for newspaper). Or the picture can be used as a lobby display.

Perhaps arrangements can be made to have announcements read over amplification equipment at flying field, at a time when a crowd is present.

Float might be made up as a plane, and perambulated about streets. Or a midget racing plane might be secured and mounted on a large truck, with the truck dressed up with display panels and banners in float style. Pretty girl wearing flying helmet rides in the plane, hands out heralds.

Experiments and endurance tests and flights of various kinds are constantly being made at airports. Congratulations sent those participating might make a newspaper story; or perhaps a trophy (from the star of theatre's attraction) could be presented.

Travel windows will cooperate with displays calling attention to air travel and to the attraction. And, of course, displays can be placed in airline offices. (See 706, 603.)

Store tieup could be based on "mileage checks" . . . slips handed each patron with purchases. (See No. 589.)

For juvenile appeal, small imprinted paper airplanes might be secured cheaply in quantity for distribution.

Old propeller might draw interest in lobby as part of a display. Blades could be covered over with scenes from the attraction.

Small stick-pins, made up after style of wings pins that most aviators wear, might carry name of attraction; and distributed to patrons they will be gladly accepted and worn. Or they might be used as prizes for radio contest or in connection with kiddie club contests.

History of transportation, from prairie wagons to latest planes, would make an interesting newspaper feature. Or an essay contest arranged in schools could be based on the subject. Perhaps with the aid of miniatures or photographs, a window or lobby display might be arranged. Perhaps cooperation of a museum might be secured. Travel agency should be glad to lend their windows. History of flying, "inspired" by attraction, and building up to it, might be made a newspaper feature.

Department stores featuring toy planes should cooperate with window displays, also permitting display panels in toy department.

Optical store might emphasize necessity of good sight in flying, going along for window display of goggles and photographs on attraction.

Aviation story magazines on stands reach potential patrons, and small stickers with imprinted copy can be attached to the covers.

"Air Day," or "Aviation Week" might be promoted with sponsorship of a civic club. Proclamation of Mayor could start it off. Airlines and airport should lend their support. Broadcasts might feature crack pilots and airline officials. Attraction title can be worked into all stories and announcements.

If newspaper has an aviation editor, he should be invited to screening or opening night of attraction. His technical review will be appreciated by his readers.

Night club or dance spot might present an Aviation Number . . . with girls dressed in "aviation" costumes.

Anything new in the way of airplane development or construction, receiving more than ordinary attention, would be especially effective for tieup purposes.

Flight maneuvers over city by group of planes, perhaps an army squadron, might possibly be arranged in honor of opening of attraction . . . with subsequent news stories.

Old parachute could be used out front, perhaps suspended above marquee. Dummy figure might "ride" it. Parachute, opened, will make an excellent background for a window display. Or man on street, costumed as an aviator and wearing a 'chute can carry sign on his back: "I just bailed out to see (attraction)."

Air picture offers natural opportunity for radio dealer tieups, featuring ads and windows displays that use illustrations from the attraction, building on the angle that both radio and airplanes span distance, cheat time. Clocks, too, can be tied up on a similar angle.

50. BEAUTY CONTESTS . . . Might be handled as a straight newspaper feature, with girls submitting photographs to the paper; and with the contest "inspired" or "suggested" by theatre's attraction, or described as a search for a girl similar to attraction star. Local artists, or orchestra leaders can serve as judges.

Or, the contest might be handled as a stage presentation (possibly with newspaper sponsorship). The contest, in keeping with theatre attraction, or intention in staging it, might be a "Bathing Girl Contest;" or a "Perfect Girl Contest;" or just a straight beauty contest, with the girls appearing in evening gowns. Contest, too, could be limited to blondes, or redheads, or brunettes (as suggested by an attraction or star); or, a winner from each type might be selected.

With newspaper sponsorship, cooperating merchants, who buy newspaper space on the event, can be each "represented" by a girl appearing in the contest. Girls wear ribbons on which names of the various business places have been lettered; however, the ribbons are discarded after the initial promenade, and before final judging.

Winners decided by vote of judges, or by applause. Judges should consider beauty of face and figure and personality. Title of "Miss (city)" handed the winner, together with a loving cup (from star of a coming attraction), and gifts from the various cooperating merchants; or other prize; perhaps a trip.

With fifteen or twenty girls selected in elimination contests in advance (if in connection with an attraction), they might appear as guests of night-spots and prominent places about town. They could appear in stores (possibly parading styles or bathing suits), inside store or in store window (the store buying newspaper space on the stunt). They might be photographed (for newspapers) at beaches.

College or school might sponsor and stage a beauty contest (with trophy from star of theatre's attraction . . . and with subsequent newspaper stories and pictures). With such a contest based on photographs, perhaps arrangements can be made to have star of a coming attraction act as judge, sending the photos on to him.

A contest can be tied into some other drive or special event, as, in connection with a "Harvest Month," selecting a "Harvest Queen." Contest held on stage, or selection might be decided by votes distributed with purchases by cooperating merchants, and at theatre; votes, to be clipped, also being carried in columns of the newspaper.

Paper also carries daily standings of the entries. Votes to be "cast" at theatre, with attractive receptacle provided as part of a display panel. Stores pay for the "vote tickets" they use.

Photographer should be tied into girl contests to make photographs of all contestants, the pictures being placed on exhibition in his windows, and in theatre lobby. Girls should all be photographed in similar type costumes.

Additional angles for girl contests include competition based on most perfect back, or most beautiful hands, eyes, hair, legs, or lips. (See No. 619 and No. 659.)

51. EYE-TEST . . . Herald is set up in graduated type, after style of regular eye-test chart used by oculists, headed: "(Star) Eye-Test" . . . and continues, "If you can read this . . . you'll learn about one of the most entertaining shows in a decade (and into copy on attraction)." First line of type is quite large, final line is smallest possible; length of lines becomes shorter with each decrease in type size, same number of words being used in each line regardless of type variation (adding to resemblance to optometrist's eye-test chart).

52. GIRL AND CUTOUT LETTERS . . . As center of a display, for lobby or window flash, attractive girls, in costumes or bathing suits, place cutout letters on a panel display, spelling out the attraction title. Or, they might spread them across on the floor. Jumbling the letters at first, they rearrange them so that they correctly spell out the title.

Letters are not placed in immediate sequence, first letter being placed, then the last letter, then others filled in at random until the entire name is correctly filled in. Vacuum sweeper could be used in connection with display, attaching it behind cloth background . . . and letters adhering to the cloth when girl places them there (due to suction of vacuum). After placing letters correctly, vacuum sweeper motor is shut off and letters, released, naturally fall to floor; with the stunt then being repeated. Girl could clown the stunt, turning to take a bow as she finishes placing the letters . . . with the letters then being released. She can include a display of stills in her routine, changing the stills (mounted and on an easel) each time she goes through the routine.

Cutout letters might be adapted to a billboard display, securing use of a prominently located billboard panel. Attraction copy is lettered against the panel in advance . . . leaving, however, the title space empty. Later, on busy day or opening day of attraction, several costumed girls, working on a platform (sufficiently large and safely constructed) which has been built in front of the billboard, attach letters against the panel which spell out attraction title. After attaching the letters, they are taken down, and the stunt repeated periodically. Advance copy on panel should be designed to arouse curiosity.

Using small cutout letters (cut from compo board, or other light board, and painted), a couple of costumed girls might travel about town, periodically spilling the letters on the sidewalk (on prominent corners), and then proceeding to rearrange them so that title of attraction is spelled out, together with star's name. The letters might be carried in some container suggested by the attraction, or in a small case which is lettered with catch-lines on the show.

53. STREET SPANNER . . . Perhaps arrangements can be made to stretch a banner above and across the main street. Okay of city authorities will generally be required. The banner is made secure to ropes at top and bottom.

Or, a light net (tennis net will serve) might be used, with banners attached to the net; or letters cut from oil cloth, or several smaller banners may be attached. Or cutout star designs.

Or it may be possible to stretch a steel cable across the street and suspend individual letters spelling out the name of the attraction, the letters outlined with neon, or with globes, for a night-time flash. The individual letters might be made from strips of wood, with sockets wired in; and because of weight, cable and letters must be definitely secure.

Using a cable across street, an unique display would feature a cutout life-size figure of a man, or girl, in wire-walking position. Banner, heavier than the cutout figure, extends below the cable, with figure riding atop wire, heavier banner portion balancing the display and keeping figure upright above wire. Framework holding banner and figure together is carried on either side of the cable, preventing possibility of figure or banner slipping off cable.

A banner or display might be kept constantly moving back and forth across street, via cable . . . as a cutout figure of a dirigible, with banner attached beneath.

54. WINDOW CARDS . . . Affording an opportunity to economically secure display space in many windows, window cards are definitely effective if the copy is brief and the illustration arrests interest.

Large or small, tall or wide, card layout in any proportion might be used. A long narrow card, such as the circus uses, sometimes will receive preferred window space.

Cards might be bent in center in placing, standing alone in windows. Or they could be attached to glass, or to backing in window with gummed paper. Or a cardboard easel back can be attached behind them.

In printing cards, if using a border, over-printing two colors, several inches wide, around edge of card, will give the effect of a frame.

Where cards are used regularly in set locations, they can be more effectively displayed in frames. Also, merchant accepts the card then as routine.

In addition to use in windows, cards might be placed inside business places, in check rooms, rest rooms, waiting stations, in and on cars and buses, in dance spots and night clubs, and attached to light poles up and down the street.

Cards for special locations should be specially lettered, with stills attached. The more attractive the card, the better the chances of its landing in an important window.

55. SMELLING SALTS . . . For distribution in connection with thrill dramas, small bottles of "smelling salts" can be made up, securing a quantity of small vials from a wholesale druggist, placing a few grains of coarse ice cream salt in each bottle, then adding a few drops of ordinary ammonia.

Small stickers are attached, carrying imprinted copy: "Smelling salts . . . just in case you can't stand the thrills in (attraction)."

56. ROADS, HIGHWAYS . . . Posters might be placed advantageously on approaches to city. Or permanent displays might be designed to catch the eye of out-of-towners, driving into town. City limits would be an ideal spot for a permanent panel, either carrying painted institutional copy, or a posted 24-sheet or 6-sheet. "Welcome" copy could be carried.

Use of reflecting glass will draw added night attention along busy highways, the reflectors catching the lights of automobiles and outlining the letters at night.

Printed cardboard signs on a coming attraction could be attached back-to-back to fences and cross-fences along the roads leading into town. Type on the cards should be large, bold and brief.

Message might be divided over a series of small panels, placed consecutively along highway, so that they might be easily read from cars passing at high speed.

57. RURAL . . . Smaller town newspapers will often publish a story sent them on theatre's attraction without charge, if a pair of guest tickets are sent along with the story.

Imprinted heralds or postcards can be mailed all persons on rural routes, merely addressing them to "box holder" (arrangements being made at postoffice). Heralds might be distributed in surrounding smaller towns, and in rural schools.

Postcard sent rural routes could serve to entitle holder to special reduced price on certain day. Maybe merchant's ad on the card will pay part of the cost.

Window cards might be sent station agents or postmasters in various towns within drawing radius, together with guest tickets, and request that they place the cards on display in some prominent spot in town.

See No. 585.

58. STAR PHOTOGRAPHS . . . Star stills, or reproductions, used for distribution, might have attached to each photograph a small imprinted slip which carries copy: "See me in (attraction and theatre)." Slip to be attached to back of photo and folded over face of photo (so that it is not defaced and could be framed).

Store handling fan magazines can give away a photo with each magazine sold. Drug store or soda fountain can present a photograph with each sundae. Displays being placed on counter, in windows, and perhaps mirrors might be lettered. "(Star) Night," at night club could feature presentation of the pictures to patrons.

Stills (with imprinted ad on reverse side) can be given with any commodity in any kind of tieup . . . restaurants, laundries, shoe stores, cleaners, department stores, etc.

59. ARTIST . . . Painting photo of star of attraction, and set up in a prominent window or in lobby, artist will attract much attention. He might use, as a model, a cutout display or a three-sheet display panel, which carries copy on the coming show.

Or, advertising or title of attraction might not be attached to the "model" but to the display which the artist is painting.

Girl, in costume suggested by the attraction, could be used as a model, posing on a pedestal which is made the center of a display panel on the show.

Those watching the artist would be invited to leave their names, and completed painting to be presented to one of them.

(*See Photos.*)

60. PAINTED SIDEWALKS . . . Adding attractiveness to a front at any time, and a "natural" for hot weather is the white sidewalk. It's cool appearing. Traffic white paint is used, and sidewalk is painted at night, being roped off until paint is dry (with marquee lights kept up as long as ropes remain up).

Checker-board effect can be used, with green and white, or other color combination. Or other design.

Title of coming attraction might be lettered in huge letters across sidewalk in front of theatre, for an effective flash. Or a giant painted arrow, aiming across sidewalk, toward box office, might carry attraction title.

61. COMEDY PHOTOGRAPHER . . . Couple in costume suggested by attraction, or dressed as country couple, travel about downtown section with comedy photographer. Couple poses on sidewalk, and "photographer" goes to great trouble to set up his camera and get the couple properly posed. Then, when sufficient attention has been attracted, he throws camera cloth forward over camera, revealing copy on theatre's attraction. Then on to another spot.

62. LETTERED BRICKS . . . Men, or girls, in appropriate costume, are supplied with a set of lettered bricks . . . the bricks, together, and in proper sequence, spelling out name of theatre's attraction (blank bricks being used for spaces).

Beginning with the bricks some distance from theatre, they line the bricks up on sidewalk so that they spell out the title . . . then one brick is taken (from end away from theatre) and placed at other end (the end towards theatre). Then next brick similarly. Results in a jumble of letters until bricks reach proper sequence again, when stunt is stopped for several minutes to permit those whose curiosity has been aroused to read. Then beginning again, always working towards theatre.

63. LETTERED UMBRELLAS . . . Attention getters any time, lettered umbrellas are especially effective in rainy weather. Might be lettered (in oil), "Rain or shine, see (attraction and theatre)." Umbrellas might be carried in rain by raincoat-clad girls.

Lettered parasols present an easy and effective way of getting advertising into a street bally, or into a parade . . . perhaps with good-looking costumed girls carrying the parasols.

Man wearing a slicker and carrying a lettered umbrella, could stand on sidewalk in front of theatre, or in prominent location, on sunny day, enjoying his own private rain . . . the rain being arranged through use of a hose with spray attachment which extends over edge of marquee, shooting down towards the curb line, or through small rubber hose that extends up umbrella handle and out through sprinkler nozzle at top. Umbrella carries "Rain or Shine" copy.

64. **PARADE** . . . Everybody loves a parade . . . and a parade will command their attention when nothing else will.

Theatre can arrange its own parades in connection with an attraction, or can participate in other parades. Where an important crowd-attracting parade is scheduled locally, several ushers could be sent out along the parade route, in advance of the parade, carrying banners on which theatre copy is lettered. And, of course, parades might be "tailed" . . . bringing up the rear with a bannered truck or float, or perhaps merely a large banner.

A band is important to lead a parade. Costumed girls would follow the band carrying banners; or each girl carrying a cutout letter, which, together spell out title of attraction and theatre name (letters can be attached to strips to keep them definitely in line and in order). Or automobile dealer could supply a group of new cars, with girls riding on fenders, and each holding a cutout letter. Cooperating business places might include floats or bannered cars in the parade. Any unusual car or truck or float that might be available could be bannered and included. Group of motorcycles can be arranged, through cooperation of motorcycle clubs, as an escort. Groups of costumed girl skaters or cyclists might be secured to travel along with the parade. Motorcycle police should lead the way.

Airport cooperation might supply a group of planes to fly over the line of march, forming an aerial escort. Serpentine may be distributed in advance to upper office windows along line of march, attached sticker carrying copy, asking that it be saved for the parade, giving time. *See "parade" classifications.*

65. **MONEY WRAPPERS** . . . Paper or cellophane strips or bands, cut exact size to fold completely around paper money, the ends overlapping to paste down center of reverse side, are imprinted, "A million dollars worth of entertainment (and into attraction copy)." Or, wrapping four one dollar bills, the slips are imprinted, simply: "$4.00 in change. Thank you, and may we suggest that you see (coming show)."

Cashier attaches the slips around paper money in her leisure time, handing the bills out in change in advance of showing.

66. **PHONOGRAPHS** . . . A couple of good looking girls, carrying a portable phonograph and wearing lettered ribbons might stop on street corners and in prominent spots playing records of hit tunes from attraction, and distributing heralds. They can visit

restaurants, or other places where crowds gather. Phonograph is placed on a folding camp stool which they carry along.

In connection with an attraction which does not feature song hits, any popular record might be used, with card on phonograph carrying copy: "Playing a gay tune . . . to call your attention to a gay romance (and into attraction copy)."

Exploitation recordings, sometimes available on an attraction, can be used effectively.

Phonograph might be set up in lobby, as center of a display, with attendant playing hit tunes from a coming musical.

Where restaurants, other places, feature coin-in-the-slot phonographs, recordings of song hits from attraction might be included among those to be selected from. Card within the machine (and visible) or attached to its face, calls attention to the song hit, and the attraction.

Phonographs might be used to add voice to displays of various kinds, lobby or out of doors. With speakers placed behind the display, a motor-driven turntable carries the recording, sending it through amplification. Record repeater can be used to keep it playing continuously.

See No 383.

67. OVERSIZE PASSES . . . Where a number of passes are used in advertising an attraction, as for posting purposes, oversize passes could be specially printed and used. Made 22″x28″, or thereabouts, and printed on light cardboard, they carry plenty of large copy on attraction as part of the layout, and possibly a cut. And they carry the line in large type: "Not Good if Folded." Should be made good for one certain day. They will make a great flash as they are brought to the theatre on the set date.

Gigantic pass (carrying attraction title) might be "delivered" to Mayor with newspaper photographer present for a picture.

68. CLUB AND INDUSTRIAL PUBLICATIONS. . . A check-up on fraternal, club and industrial publications might reveal new outlets for publicity. They might go for stories, pictures; and possibly without cost, or on a pass-exchange basis.

Occasionally industrial publications for public distribution can reach many people, as a folder to be distributed on street cars or buses, or other transportation system.

Newspapers often print weekly publications which reach their advertisers and prospective advertisers. And they will often use scene-cuts, especially girl pictures.

69. RADIO CELEBS . . . Arrangements might be made to have local radio celebrities appear at theatre, in person, week in advance of opening of attraction. Upon being introduced, they say a few words about the coming show (a different "guest" celebrity each evening). They could do a song from the coming attraction, or dedicate one to it. They might be presented on stage, or introduced from lobby, perhaps as feature of a lobby broadcast.

70. FRAMES . . . Stores with displays of picture frames will often use attractive star stills in the frames.

Small sticker, or carefully lettered card carrying copy on attraction can be placed in the corner of each still.

Jewelers, kodak stores, department stores, photographers, ten cent stores, handle frames.

71. ARM-BANDS . . . As an effective method of getting advertising into football games, or other games where crowds gather, imprinted paper arm-bands might be distributed to entering crowds. Arm-bands carry copy (for instance): "Beat (opposition team)" . . . and then, in smaller type: ". . . and go see (attraction) at (theatre) after the game."

Printed on bright colored paper, the bands are distributed with an attached paper-clip, so that they can be fastened around arms. If several attractive girls attach the bands as crowds enter, the bands will be better received.

Newsboys and house staff might wear the arm-bands.

72. DRINKS . . . A soda fountain tieup is an old reliable, but still effective stunt. A special soda or sundae is named after the star, or the attraction; and display cards placed behind the counter call attention to the special. Cards should also be placed in windows. And windows and mirrors behind the counter could be lettered. Merchant may mention the special in his newspaper ads.

Bars might feature a cocktail named after the attraction, or dedicated to its star.

Added angle would be announcement that checks bearing certain listed numbers would receive a free sundae or a guest ticket to see attraction.

If attraction suggests, a small folder herald, to be distributed by a cooperating drink-spot, might feature a number of cocktail recipes. Front cover is imprinted: "Special (attraction) Cocktail Recipes," ad is imprinted on back cover.

73. SHOES . . . Shoe store can name a shoe after attraction, or star of attraction; as: "(Star) Sandals," installing a window display which includes theatre panels on attraction. Additionally, store might buy newspaper ad or radio announcements.

A Cinderella's Slipper stunt might be worked with cooperation of shoe store . . . placing small size slipper on display in lobby, as center of display on attraction (mate to the shoe being placed in store window, panel directing attention to the shoe at theatre). Slipper is fastened securely, and is represented as being similar in size to that worn by star or one of the beauties appearing in a coming attraction. Store to present pair of fine slippers to first girl whose foot the slipper fits perfectly.

74. CAR FOR SALE . . . Cards, (about 11x14 in size), imprinted: "For Sale . . . must have money to see (theatre's attraction)," are placed on windshields of automobiles (with owners' permission) . . . especially those cars on display on used car lots.

Or, words: "This car not" might be added in small type above large words "for sale," . . . and then the copy: "We will need it to drive to (theatre) to see (attraction)."

75. FLOATS . . . Designed as suggested by the attraction, a float might be constructed around a truck, or truck trailer; or float could be constructed over the stripped chassis of an automobile. Sides should be paneled or bannered. Attractive girls can be used to adorn the float, in costumes as suggested by attraction.

An elaborate float can be built over a flat-bed street car, touring lines at rush hours.

Floats can be illuminated for nighttime flash, using flood lamps or neon outlining.

Float should be equipped with a public address outfit, over which records might be played, as it travels about town. If in connection with a musical, the numbers would be those from the attraction. Or radio can supply music for the float if no special numbers are desired. Announcements on attraction would be cut in.

If in keeping with attraction, the girls used aboard the truck might be dancers or singers, and as the float travels about town, it stops at prominent locations, where the girls go through a brief routine of song and dance numbers. Microphone to be used by singers and for announcements of attraction. (*See Photos.*)

Grass mat could be used to cover the bed of truck. Miniature float, using a small Austin automobile, might prove effective. Tractor drawing a float will add to attention value.

Floats should select their routing so as to reach greatest crowds . . . "making" business sections at noontime, or whenever crowds are on streets . . . arriving at factories as employees are leaving . . . and appearing at schools as they are dismissed.

76. GUMMED LABELS . . . Or stickers, can be often used to good advantage.

They can be attached to packages, and sacks in stores, paper napkins in restaurants (small ones used), soap in hotels, matches, automobile windshields, windows. They can be attached to mirrors in eating places, rest rooms, and in bath houses at swim pools. Stickers might be attached to local outgoing letters.

Photographs of stars might be printed up after style of postage stamps (though slightly larger), adding star's name and attraction title. Most effective if special engraving is made up, using clear still of star, with lettering added.

77. CHAMBER OF COMMERCE . . . Can help in any problem, and generally are glad to aid. Membership in the association, and close cooperation with the organization will prove a valuable investment.

The Chamber of Commerce can assist in putting over special weeks, or help in arranging welcome festivities for a star or stage show. They might aid in lining merchants up on a city-wide stunt, or special sales day, in connection with an attraction. Live mailing lists can be supplied by the association. Convention information is always available there.

78. GRAPHOLOGY . . . Mr. Webster defines graphology as: "The art of describing character from the handwriting."

Cuts of the handwriting of stars being made, newspaper offers tickets to persons most accurately or most interestingly describing the star (their character, habits, etc.) from the handwriting. Photo of star illustrates the newspaper story. Or the contest can be adapted to an ad. A fountain pen would be a natural first prize; stationery store might present the pen to the winner.

Studio might supply a note from screen players for use. Stage show star might be contacted at town to be played previous to local engagement.

Another angle would be contest for best signature suggestion for star, contestants submitting signed names.

Or, a "message from star," in his handwriting, asks readers to see how closely their handwriting resembles that of the star.

Perhaps handwriting expert, or graphologist (costumed as an Oriental, or as attraction suggests) can be secured . . . who analyses patron's handwriting gratis in theatre lobby. He would have them write name of a coming attraction (display panel carrying this copy) for a handwriting specimen.

79. BALLROOMS AND NIGHT CLUBS . . . Can dedicate a certain evening to star of attraction . . . naming and advertising the dance as "(name of star) Ball." If in connection with stage show, star and entire company should be present. Imprinted photos or stills might be presented to those attending. Perhaps dance spot will buy newspaper space announcing the event. They might make announcements on their radio time. Atmosphere of the ballroom can be made appropriate to theatre attraction.

Dance contest (for couples) at a ballroom might have a trophy named after star as a prize. Trophy placed on display at ballroom several weeks in advance.

Display panels can be placed in dance spots.

Floor show might be named after theatre attraction . . . and if night club produces its own shows, perhaps it can use theme suggested by theatre attraction or its title . . . giving the attraction program credit or announcements.

Dancer or singer might feature a number "inspired" by theatre program, or named after it—a sailor number if the picture is a navy epic; or a jungle dance in connection with jungle attraction. Night club's entertainers might present the number, or theatre might supply dancers. Dance spot might give the event billing in newspaper ads, perhaps using a photo of the girl in costume.

"Movie" ball might have guest tickets offered to those coming dressed as a screen star, or for those most nearly resembling star of theatre's attraction. Or they might be dressed in costumes suggested by the attraction.

Dance programs might be supplied ballrooms or dance places. Made up in card or folder form, the "program" carries spaces for names of dance partners to be written in, with special dance underlined as dedicated to star of theatre's attraction. Or one of the musical numbers from attraction might be especially featured, and so noted on the program. Tieup copy printed on front of the "dance program," ad on reverse side.

"Pass-out checks" are often used by ballrooms (readmitting guests who wish to leave the dance before it is over). These checks, (small cards) might be supplied dance places, well in advance of showing of attraction, imprinted: "(Name of ballroom) pass-out checks," and then devoting most of space to theatre's attraction (or theatre ad might be imprinted on reverse side of the card).

80. TALENT TOUR . . . Float (see No. 75), might be loaded with talent, singers, dancers, girls in costumes, and sent on a tour of neighborhoods; or of the surrounding towns and territory.

Stopping in each town, and neighborhood center, the entertainers run through a routine of entertainment, using song hits from theatre's attraction (if any), and including attraction announcements. Girls distribute heralds or souvenirs to those attracted when float makes a stop.

Amplification equipment should be added to truck, for use of announcer and entertainers.

Musical accompaniment should be included for the singers, dancers —perhaps an accordionist; or a string trio; or perhaps the attraction will suggest a certain type of music. Records might be played.

Elaborating on a tour of surrounding towns, a motor cavalcade might be arranged, automobile dealer cooperating to include floats or bannered automobiles or trucks. Radio stations can cooperate by announcing the schedule of towns visited, perhaps dedicating a program to the individual towns, or sending along a mobile short-wave unit. Newspaper might sell cooperative ads to stores.

Band should be included (costumed, perhaps as suggested by attraction), alighting from cars when business sections are reached, and leading a parade. Bathing girls, or girls in costumes, riding in the cars, take places on fenders, or hand out heralds along the line of march. Stopping in center of town, the band plays a concert, entertainers are introduced, heralds distributed; then on to the next town.

Elaborating on the type of transportation used, a special bus might be arranged in a tieup with a transportation company. Or even a transport plane might be used. Properly bannered, the bus or plane would include in its tour all towns within a drawing radius. Entertainers (mostly attractive girls), would present a brief routine of entertainment in each town. Welcome ceremonies arranged in each town should include greeting by Mayor, parade, possibly to a luncheon club as guests and entertainers. Automobile dealers in each town might arrange the parade having cars meet the bus or plane and carry the entertainers to business section of town (and returning them). Newspapers in towns should use photographs of the troup; and visit should be well publicized in advance. Local Chamber of Commerce cooperates in arranging the tour, perhaps promoting simultaneously a goodwill tour of local business men; their contact with Commercial clubs in other towns will aid in securing advance notice on the tour.

Amplification equipment should be carried along, for use of entertainers and for announcements. Using plane, perhaps a group of local fliers might also visit the different towns, forming an "air cavalcade;" or local fliers in each town might present an aerial "welcome." Automobiles would accompany a special bus used in a "talent tour." (*See Photos.*)

81. **CUTOUTS** . . . Enlargements from photographs and illustrations, painted figures, or lithographs might be mounted on compo-board, and then the figures cut out. These figures might be used to good advantage in connection with lobby displays, front panels and windows.

Cutouts can be coated over with colorless varnish or shellac, if they are to be exposed to weather, but using cheapest quality varnish for back of cutout. Edges might be painted.

Specially made-up life-size enlargements, or cutouts, might be used in advance of an attraction in the theatre, spotting them in various poses in every available lobby location. Small lettered card might be attached to each cutout, carrying copy: "He's on the way!" If the star is especially well-known no further copy might be required, though title of attraction can be added. In connection with a girl show, or a musical, life-size figures of girls might be used . . . either painted figures, or enlargements from photographs, or lithograph cutouts.

Occasionally costumes on cutout figures can be effectively touched up with flitter, applying glue or shellac, and then sprinkling with metallics.

Cutout figures might be animated, by separating the figure into several over-lapping sections, connecting same so that desired movement might be secured. Using lithographs in creating an animated figure, more than one lithograph would be used, so that different parts of the figure overlap. Moving parts generally are attached by a single pivot, so that movement can be secured . . . . perhaps a wriggle to a dancing figure; or other movements.

Manual training department of a school might be willing, for experience and a few passes, to make up a number of cutout figures, made to design, which are painted and lettered and used for display, or street decorations.

Cutout life-size figures might be made up with strip of wood extending at bottom, made to fit into holes in sidewalk curbings which are generally there for flag-poles. Cutouts might be placed back to back against the strip to which they are attached. Or they could be wired against light poles.

Life-size cutout figure of a girl, "dressed" as a page, or an usher, might be used in theatre to "direct" crowds . . . the figure being placed so that it points (across self) towards direction patrons are to go. Or figure might hold a frame which is changed each show and carries caption, "Next attraction." (See 34.)

82. BENEFIT . . . In the event of some local need, or of the public's attention directed to some poor local person who needs a lift in a financial way, a special fund might be started in newspaper, in the name of star of theatre's attraction.

Star's donation, together with that of theatre and theatre employees, turned over to newspaper to start the fund, to which readers are asked to contribute.

A stunt that will break page one if the paper goes for it, besides creating lots of goodwill if handled diplomatically.

And, of course, in the event of some great need, a benefit show should be arranged, with receipts to go to special fund. Might be set for midnight, or morning, and should be worked out with newspaper cooperation. Film exchanges should supply old film gratis, and talent might be promoted for stage. Staff services would be donated. In connection with a morning matinee, if food is needed, an article of food might be accepted as admission.

83. SONG COVER DISPLAY . . . for lobby or front, or for float . . . duplicating, in very large size, the sheet music cover of number featured in the picture.

Several openings placed diagonally up front of "cover" are large enough for a person's head to be seen through, and singers appearing behind the openings, introduce song numbers from the picture. Back of the singers is plush or painted background. Piano, accordion, or guitar, might supply the accompaniment. Could be adapted to window display, using public address system to get the music to the outside. (*See Photos.*)

During hours when the talent is not appearing, the holes in the display panel can be covered with painted heads of the stars.

Large reproduction of a sheet music cover makes an excellent background for a window display.

84. BANDS . . . Parades, grand openings, any event of importance, can be made more effective by the addition of a band.

Band on bannered truck, playing song hits (if any) from an attraction will win attention. Musicians might be costumed as suggested by the show. The truck cruising about town, can stop at prominent locations, playing a brief "concert." Perhaps truck can carry sound equipment, and other entertainers, singers, dancers. Girls might alight and distribute heralds when truck stops.

Band might play on over sidewalk balcony or on top of a marquee, somewhere about town, playing number from show, or one suggested by the attraction, then permitting lettered banner to unroll.

85. STILLS . . . All stills should be carefully checked before outlining a campaign. They can often suggest many good ideas.

Star stills, available on pictures, or specially posed in connection with stage attractions, offer many natural tieups. Merchants or business places might use the stills in their ads in newspapers, or for tieup displays in their windows, in connection with sale of some object or service shown or suggested in the picture. Sports goods store would use a still showing star swinging a golf club; or a cleaner will use a still of a girl in a beautiful gown. Mention made of attraction wherever still is used; or tieup copy suggested by attraction might be used. And, mats or cuts made from the stills are often available. Prospects include: Cleaners, laundries, bakers, beauty shops, furriers, radio dealers, furniture stores, in fact, any business place that buys newspaper space.

Occasionally, studio might arrange to supply a specially posed still if it can be used to command sufficient attention to make it worthwhile. Photo of star reading copy of local newspaper, or the classified page, will generally be assured of space in the paper.

Stills used for front display should all definitely sell the attraction, and each still should be carefully considered. Some attractions can be sold especially well with stills in lavish display; occasionally, stills don't sell the attraction at all.

Effective layout for lobby panel, or for 1-sheet lobby board, might be arranged by completely covering the panel with stills placed side by side, one row above the other, then attaching cutout letters spelling out the name of attraction across and over stills. Most of stills permitted to be visible. Script type cutout letters might be used, touched with flitter.

Display panel could have stills attached so that they appear to be pouring out of a pictured book, or saxaphone, or something suggested by the attraction.

Cutout or box letters used in front can be effectively faced with stills.

Newspaper fashion editors will use fashion stills.

86. NAMES . . . Series of "Lucky Names" might be featured during the showing of an attraction . . . each evening placing a different given name (as Joe or Mary or Mike) in the letters in the attraction sign, or posting the name at the box office . . . and the first so-many persons arriving at the theatre who can prove that their name is the same win free admissions.

Persons having same name as star (or title), might be invited as theatre's guests, or as newspaper's guests in tieup with the paper. Might check city directory for names, sending invitations; or paper can announce invitation through their columns, requiring some proof. Photo of the group, assembled at theatre on opening night ought to make an interesting newspaper feature. "Club" might be organized of the identically-named persons.

87. INQUIRING ANNOUNCER . . . "Sidewalker Forum," might be conducted from the sidewalk in front of theatre, in cooperation with radio station. Announcer appears in front of theatre, at busy hour, with portable microphone . . . stopping persons passing, and asking them each a question (the questions being changed daily). Question may pertain to some topical subject, or to theatre's attraction; or listeners-in might be invited to send along their suggestions for questions to be asked. And mention of theatre's current attraction is included in all broadcasts. Radio receiving set might be placed nearby on sidewalk (not too near) and tuned in.

Stunt is especially effective if it is made a regular feature on a certain day each week, or a certain time each day.

If no radio station tieup is available, the "inquiring announcer" can be effectively used, with house amplification system, speakers being placed atop canopy, so that comment and answers might be amplified so that everyone might hear.

88. MEMO PADS . . . A serviceable gag for office distribution that will find a place on many desks: Small pads (15 or 20 sheets padded together), imprinting at top of sheet, "Memo," with space then left where message might be written in. Attraction copy being imprinted at bottom of the sheet.

89. TIRES . . . Safety angle in an attraction, or driving or racing, would suggest a tire dealer tieup. Dealer might buy newspaper space which also includes attraction copy, and installing window display.

Tire matinee, in early morning, might be set for kids . . . the kids bringing an old tire for admission. Arranged as a tire dealer tieup, perhaps a dealer who handles old tires will buy the tires brought in by the kids.

90. MAILING LISTS . . . Theatre files should contain a prepared list of names of potential customers. Several lists might be included, in addition to a general list of names . . . including a list of lawyers, doctors, ministers, club women. Membership list of prominent women's club might be secured and copied, and similarly list of members might be secured from Better Films Council.

Names of registered automobile owners or registration lists will present a good list of names; or the telephone directory.

Different attractions suggest different clubs, organizations, groups . . . whose membership registers might be secured, their members contacted.

Newspapers in surrounding small towns could be advantageously added to the files, together with editors . . . with occasional stories being sent them (together with guest tickets),

When letters are returned by the postoffice because of a change of address, they should be immediately removed from the list.

Heralds can be mailed by imprinting with name of addressee, and holding herald together with postage stamp or a gummed label. Using envelopes for mailing heralds, perhaps different envelopes can be imprinted economically each week, carrying different copy each time.

Lot mailing permit may be secured from postoffice. Check weight, in this event, carefully.

Mailing list can be best kept as a card system, making changes easier. Addressograph can be used, if expense is not too great.

Organizations might permit use of their stencils to address letters, especially if the attraction carries a special appeal for their membership or their endorsement (the stencils carrying names of their members and being ordinarily used by them in addressing letters). Fraternal organizations, unions, clubs might be contacted.

91. LOBBY EXPOSITION . . . Where lobby space permits, cooperative exhibits of many types might be arranged.

Radio dealers might cooperate in a "Radio Exposition," (or "Fair," "Exhibit," or "Show"). Or a single dealer might sponsor it. Dealers buying cooperative newspaper space which sells theatre attraction as well as calling attention to the exhibit of new radios. Radio might be given away in connection with the exhibit. Nightly broadcast over a local radio station can be made a feature.

With all of leading merchants participating (having lobby sufficiently large), displays might be arranged on an elaborate scale. Stores to buy newspaper space (large part of which is devoted to attraction), and required to buy a block of tickets (which they might hand to prospects or customers).

Civic organizations might cooperate, with Mayor officially opening the "exposition," clipping a ribbon which extends across lobby. Arrangements can include a band, broadcast from lobby, pretty girls serving as hostesses. Cooperating merchants can provide prizes to be given away; and perhaps they will cooperate in buying an automobile (with dealer selling it at cost), which is awarded on final evening.

Similarly a "Flower Show" might be arranged, or an "Electrical Show;" or a "Food Show." Almost any line of business could sponsor an exhibit of some kind

Farm Exhibits, or "Country Fair" might be arranged (possibly for Saturday only), offering prizes, blue ribbons, for best farm produce. Survival of fittest might be made basis of judging in order to limit amount of stuff on display, those items on display being displaced by any similar item brought in that is larger or adjudged superior.

92. TELETYPES . . . Telegraph company to place a teletype machine in theatre lobby, as center of a display which carries copy: "(Telegraph company) . . . telling the world about (attraction)."

Girl operating the teletype machine is constantly preparing "messages" which carry copy about the coming attraction, and which are handed patrons. The "telegrams" addressed "Theatre Patrons," and carrying attraction selling copy, can be signed by the star of coming show. Ordinary sending blanks would be used by the girl in preparing the "messages."

Two machines might be used if desired, one inside theatre, one outside, or in the outer lobby. Patrons invited to "send" a telegram receiving it on entering theatre. Operator "receiving" the telegram would add line about the attraction.

Another teletype angle requires arrangement with newspaper to install a newspaper teletype machine in the lobby, the machine being connected with regular newspaper service, and news coming in on the machine exactly as it does in a newspaper office. Display would credit the paper for the "hot news," and carry copy: "Read the exciting news in (paper) . . . see the most exciting (and into attraction copy)."

93. GOLF . . . Tickets to see theatre's attraction might be offered to golfer turning in best score on certain day, the competition being publicized in newspaper (on sport page) and on display panels in golf links clubhouse. Might refer to the competition as the "(Star) Golf Tournament."

Or, tickets can be offered golfers making certain difficult hole in par—displays, announcing the stunt, placed in clubhouse and on the green.

Imprinted score cards might be supplied golfers.

Driving range might offer guest tickets for best scoring of certain day. A display which has an opening, might be placed on a driving course green at safe distance (design suggested by attraction . . . as a laughing face with wide open mouth). Tickets to those driving a golf ball through the opening in the display. (*See Photos.*)

94. CUTOUT LETTERS . . . Spelling out attraction title, can be used effectively in connection with displays or large front panels. Large cutout letters atop canopy will prove an effective flash.

Orchestra pit, when not in use, and covered over, presents a prominent place for cutout letters display, visible when house or stage lights are brought up.

Giant letters, possibly constructed in third dimension, might be placed across edge of sidewalk . . . the letters (securely attached) extending, for best flash, from lower edge of marquee to sidewalk, spelling out a brief title or name of star. Or, letters might be cut from cloth, extending from edge of canopy to sidewalk . . . with bottom of letters weighted (using chain) to hold them in position.

Large letters, cut from compo-board, with stills attached, could be used for advance lobby display . . . arranged with easel backs and placed in correct sequence.

95. STAIRWAYS, ELEVATORS, ESCALATORS . . . Much used open stairways offer a great spot for lettered strip cards, tacked to the steps . . . running them in routine up the stairs.

Staircases in theatre might be utilized, too, attaching cards closely to the vertical angle in the steps.

Cards can be placed in elevators in hotels and in important buildings.

Where stores boast of escalators, they might be lettered, using watercolor.

96. LETTERED STOOGES . . . Group of kids, or costumed girls, each carry a cutout letter, which, together, spell out name of attraction. Mixing the letters up as they carry them, they line up correctly on reaching prominent locations.

Lettered sweaters might be used, girls in slacks, shorts, or sport skirts, wearing them. Name of theatre can be carried across their collective fronts, the title across their backs. Or lettered umbrellas might be carried. Or items suggested by the attraction, lettered, can be used.

At beaches, a group of girls might have letters attached to their swim suits which, together, spell out the title.

97. PHYSICAL . . . Where an attraction stars an athletic celebrity, or feminine star famous for physical beauty, or features athletics or acrobatics, a mailing list of those interested in similar gymnastics might be secured from the physical director of a gymnasium. Or, contest (as suggested by the attraction) would have awarded trophy named after star of attraction.

Or, contest might be designed as effort to discover local boy or girl of physical development similar to star of attraction. Figure of star, life-size, might be used in connection with display panel which carries details of contest, and measurements of star. Newspaper might sponsor the contest, with contestants submitting snapshots and measurements Winners to be honor guests at dances, night spots, luncheon clubs, in addition to receiving trophies or prizes Contest might be billed as "(City) (name of star or character in story) search."

Strength testing machines, in lobby as center of display, invite patrons to try their strength. Grip machine, or punching bag setup might be secured.

Boxing in attraction might suggest an exhibition bag-puncher working out in lobby. Set up on slight elevation, as center of a display, expert would punch bag, which is firmly attached.

Tieup with local food distributor for windows could be based on "strength-giving" qualities of the food.

Gymnasium might use a photograph of a trim and neat girl from a coming attraction for newspaper ads or mailing pieces . . . emphasizing in accompanying copy that exercise is the way to acquire the streamline curves, or "Curve Control," the dancers exhibit in (the coming attraction).

98. TUNE TEST . . . Organist, or featured orchestra, broadcasting over radio station, might present a radio memory contest . . . playing a series of old musical numbers, song hits of years before, offering guest tickets to first so-many persons phoning the radio station and correctly identifying the broadcast tunes. Attraction announced.

Minus radio broadcast, orchestra appearing in dance spot could feature the stunt, with the award of tickets and attraction mention.

Radio station can play star's recordings of tunes from previous screen hits . . . with listeners to name pictures in which songs were introduced and star's leading ladies (or men) in the pictures.

99. PARROT . . . Display for lobby or window features a live parrot (secured from a bird or pet store or zoo). Securely attached to the perch on which the parrot is placed, is an open dictionary (which is attached with the cover in view). Panel carries copy: "He's just learning to talk . . . so he can tell you about a swell show . . . (and into attraction copy)."

Or . . . panel could carry the copy: "Let Mr. Parrot tell you about a swell show . . . (and attraction copy). Behind the panel a speaker is placed which is connected through amplification system to concealed microphone (well away from the display) through which brief announcements are made about the attraction, speaking after manner of a parrot. Adapting to a window display, similar arrangement is used, except that additionally a dummy stand microphone is placed in front of the parrot, so that he might be apparently speaking into the microphone . . . and the speaker (through which concealed operator actually speaks) is placed outside the window.

And, a non-talking bird might be used, with guest tickets offered to first person to make the parrot repeat the name of the coming attraction (naturally making patrons repeat it a good many times, too, in attempts to make the bird talk).

100. CIRCUS . . . Front display should feature canvas, or canvas-effect, circus style, across entrance (tent and awning company can supply the canvas . . . or paneling might be painted to resemble canvas of circus "front door"). "Main Entrance" should be painted over doorways. Circus style cloth banners might be used to good advantage. Panels over doors might be painted to resemble ends of animal cages. Sawdust on lobby floor. Several clowns. Staff should be dressed as clowns. Perhaps a couple of girls, in shorts or dance costumes, might swing on a "flying trapeze," or flying ladders, under the canopy. Ticket booth covered to resemble a ticket wagon. (*See Photos.*)

Clown band, in costumes might play out front on opening night, after marching to theatre (accompanying girls carrying lettered banner). Radio broadcast might be featured, and arrival of celebrities, introduction of any circus personalities who should be located.

Clown band might also serve on a float, or bannered truck, touring the town in advance; or play at luncheon clubs.

Barkers out front on opening night spiel the attraction in circus style. Peanut vender, balloon man and circus pink lemonade add to atmosphere.

Display of animals, alive or stuffed, should be secured for lobby or window display.

Old-time circus men might be located and contacted. Any number of good stories for newspapers can be secured from them (including their comment on attraction in all newspaper and radio interviews). They can prove of much assistance, offering valuable advice. They should be invited as guests of honor on opening night, or for special screening. Perhaps an old circus performer or clown might write a review of the show for newspaper.

Some people collect circus stuff as a hobby, and perhaps someone might be located who has a miniature circus, or collection of circus souvenirs or curios, or old circus lithographs, photographs, hand bills. Could be displayed in lobby or in store window.

Heralds modeled after long circus-style handbills might be distributed by boys in clown costumes. Or they hand out imprinted paper sacks, with one or two peanuts inside, carrying copy: "Peanuts for the elephant . . . when you see the circus in (attraction)."

Kid circus can be arranged at school or playground. Playground directors, cooperating, might present guest tickets to winners of contests held in connection with the "circus," or to leading "entertainers," and announcing theatre's attraction, perhaps permitting banners on attraction to be displayed.

Tieup with a dance spot or night club might feature a "Circus Dance," or "Clown Dance" . . . with guest tickets to be presented for best costumes. Orchestra can be dressed as clowns.

Newspaper contest for best essay on "My First Circus" might be set, illustrating with art from attraction.

Kids who come dressed as clowns on early showing on opening day could be invited to see attraction Kids might be required to meet at newspaper, parading to theatre, carrying banners . . . perhaps accompanied by clown band.

Tumblers, (from school or gymnasium) can work in front of theatre, in costume. Gymnastic or acrobatic contest might be arranged, at gymnasium or swimming pool, or in front of theatre . . . with announcements made, and trophy or tickets as prize.

Kid contest for dogs that can do tricks might be arranged.

A couple of boys inside "animal" costumes (from a costumer), could be "led" about town by a man in clown costume.

Broadcasting station can feature circus marches, dedicated to the attraction. Dance orchestras might feature a circus number, mentioning the show.

An old calliope, or circus wagon might be located, bannered, and driven about town.

Circus parade should be arranged, with clown band, girls in costumes carrying cutout letters that spell name of attraction . . . Old circus equipment, balloon hawkers, with clusters of gaily colored balloons. Girls on roller skates. Group of horseback riders (from riding club). Stilt walker, or any circusy bally. Kid circus parade, arranged with playground or paper cooperation, in clown costumes, might be included. (See 64, 344.)

101. STREET CARS, BUSES, TRANSPORTATION LINES . . . Use of street car or bus dashes might be secured, arranging with transportation company to attach cards to front of cars. Frames or card holders are attached, with cards inserted. Window cards might be used. Paper might be pasted to metal or wood dash boards. Top lines should read: "Ride the street cars to . . . (theatre)." Perhaps banners or panels can be attached to sides or top of cars or buses. The transportation company should prove agreeable since theatres, in drawing business, cause people to ride the cars.

Use of a street car or bus might be secured, at least for rush hours, large banners attached to either side, touring the city. Twenty-four sheets might be used, pasting them to a frame over which domestic or sign cloth has been stretched, the frames then being attached securely to sides of the car. Band can be used inside the car; or portable amplification equipment is used, playing records and making announcements. The car might "deliver film" to theatre just before opening, group of costumed girls alighting from the car with the film. (*See Photos.*)

More elaborate use of street car might be made by transforming it into a float—possibly securing for the purpose a flat work car. Construction of float suggested by the attraction. If expense will permit, neon lighting might outline the display (and name of attraction and theatre) for night flash. Attractive girls in costume ride on the car. Amplification equipment might be also used for music and announcements. Used on opening night of attraction, routing should bring it to theatre at height of opening ceremonies, (if gala premiere opening is staged), or at least at peak hour. Stop car in front theatre for few minutes, possibly having girls alight.

Arrangements might be made to have operators of cars stopping in front of, or near theatre, call theatre name as they stop.

Old couple on street cars, with man feigning deafness, and talking loudly about the attraction, is an old stunt, but still effective. They might do it convincingly, arguing about the attraction, stars, etc., loudly and good-naturedly asking those on street car questions about the attraction. (And, of course, "deaf man" and girl can win attention on street corners and in prominent locations about town, inquiring about attraction.)

Man or girl, riding cars at rush hours, opens up a newspaper, across outside of which is lettered a very large headline about attraction. Or title might be lettered on a large "book" which stooge is "reading."

Transportation companies often publish a weekly bulletin or folder, which is distributed or made available on their cars. They may use a story or an illustration from attraction.

Arrangements might be worked out to have theatre ad imprinted on reverse side of weekly passes or transfers.

102. HOW LONG WILL BATTERY LAST? . . . A No. 6 dry cell battery, used in a window to attract attention to a display, has a lighted 6 watt lamp attached. The center of globe is soldered to carbon contact (or center terminal). The shell of the lamp has a short piece of wire soldered to it, the wire being connected to the zinc (or negative side of battery, the outside connection). Display carries copy: "How long will this battery last?" Correct answers get tickets to see (attraction)."

The battery, of course, doesn't actually supply the lamp with current. To get the effect, the battery is emptied (from bottom) of all loose carbon. Center pole is insulated from shell. One wire is wrapped around center pole or carbon. Other wire is soldered to zinc shell (or negative). These wires lead off to an extension cord that connects with house current. They are concealed under cloth on which battery is placed, the wires going through the cloth. Paper outside covering of battery must be replaced with the wires penetrating through the bottom of the covering. (*See Photos.*)

(The answer to the question asked in the display is obviously, "As long as the eletricity is turned on").

103. MARIONETTES . . . Miniature stage is made the center of a lobby or window display. Opening is cut in for "stage," and miniature platform built behind the opening for the "stage."

Seated behind the display, and with head and shoulders visible, is the marionette operator (who is costumed according to the attraction), his operation of the puppets being entirely visible.

The marionettes are made up to resemble characters of stage attraction — small dolls, loosely connected at "joints," with strings leading from feet, hands, back, to crossed sticks which the operator holds in his or her hand and with which the marionettes are manipulated.

Display, of course, carries copy on the attraction. Miniature easels might also be placed against the background on the "stage;" or one of the marionettes might be constructed to carry a lettered "card."

Marionette, made the center of a window or lobby display, might be animated by use of an automobile crankshaft (above and out of sight), which is made to turn continuously. The strings leading from the marionette to the different variations of the crankshaft. The doll might be made to appear to dance, or to jump about.

104. BROADCAST SKETCH . . . Highlight, or important episode in a story might be adapted to a five or ten minute radio sketch, and broadcast over a local station. Members of local Little Theatre group, or the radio station staff might enact the roles. Or a group can be organized and sponsored by theatre.

Sketch could be broadcast direct from theatre lobby, or mezzanine; or from stage. Or from store window of the cooperating business place. Scripts for sketches (of brief highlight) are made available on some attractions. On others they might be obtained by having a stenographer shorthand the dialogue from several scenes when screening the picture.

105. LUCKY PHOTOGRAPHS . . . Tieup might be made with newspaper, publishing each day a photograph, or several photographs, snapped at random by photographer who travels about town, shooting pictures on the streets, at beaches, dance spots, places where crowds go. Circles drawn about certain heads among those pictured, entitles them to guest tickets to theatre's attraction (which is mentioned), upon identifying themselves at newspaper.

Or, instead of drawing circles about certain heads, selected figures might be whitened out, leaving just a blank silhouette. Persons correctly identifying themselves (with paper checking against photograph) to get tickets.

Or ringed photographs could be displayed in lobby or windows of cooperating stores, changing them daily.

Or photographer, might be set up in a store window, with camera, snapping photographs through window. Pretty costumed girl could serve as the photographer.

Newspaper staff photographer might shoot the pictures. Or local photographer might make them in return for newspaper credit lines in accompanying stories. Similarly, in some situations, engraver may make up cuts for a credit line, if newspaper is not equipped to make them.

106. INQUIRING REPORTER . . . Newspaper tieup features a strolling reporter who asks a series of questions, possibly based on attraction theme or title, one question being asked each day. Five or six answers are used daily, these to receive guests tickets to see theatre's attraction (which is mentioned).

The question and the various answers are carried each day in a single column story in the newspaper. Names of the persons asked, together with their addresses and occupations, and a thumbnail (half column) cut of photo of each person, are carried. Reporter might make the necessary snapshots, using an ordinary camera.

107. FACTORIES . . . Employing large numbers of workers, large factories can be effectively circularized. Perhaps heralds might be placed in automobiles, or handed to workers as they depart.

Sound truck, if used, should arrange its routing so that it arrives at factories as workers are leaving. Similarly any float or outdoors perambulating bally.

Familiar stunt of numbering heralds, with certain numbers posted at theatre box office, and with heralds bearing corresponding numbers to be good for gratis admissions, might be adapted to numbers on employees' badges. Cards or banner announcing the lucky number stunt, inviting workers to check their numbers in theatre lobby, are placed near plant entrance or gate. Numbers in theatre lobby changed daily.

Working with recreation committee of employees' organizations, it might be possible to work up a special evening when all employees will be urged to attend. Special price to be made; or cards are distributed to employees, which they present on attending (and paying regular prices), and percentage (based on the number of cards turned in) to be turned over to employee organization.

Similarly, large stores, other places employing a great many workers.

108. "SEE YOUR VOICE" . . . Oscillograph, made part of a display, shows in an opening, when current is supplied, a line, which registers the variations of sound. Connected with a microphone which is placed in front of the display, and in charge of an attendant, patrons are invited to "see their voices." On speaking into the microphone they witness the variations in the oscillograph line which their voices produce. The microphone is connected through an amplification hookup with the oscillograph. (*See Photos.*)

Copy on panel might read: "See your voice! And thrill to the world's favorite singing voice (and into copy on attraction)."

A switch should be made part of the equipment, and attendant should see that the electricity is not turned on when the oscillograph is not in use (leaving it on at rush hours, however).

Well known local singer, or singing star of show might be photographed trying his, or her, voice on the oscillograph, watching the results; and the picture ought to be good for newspaper space.

109. SIDEWALK TWENTY-FOUR SHEET . . . Poster mounted on sign cloth covered frame, might be transported about downtown section during rush hours, being carried by several uniformed or costumed men. Walking at edge of sidewalk, the poster is visible from across the street as a moving billboard. (*See Photos.*)

Or, the poster, divided in eight sections, mounted on compo-board panels, might be carried along the street by eight different men, who, at a signal on important corners, assemble, holding the pieces together to form a complete poster. Upper sections might have braces or handles attached so that they can be elevated easily to necessary height. Stunt should be rehearsed so that men know their places, assembling the poster instantly.

110. FLOWER HORSESHOE . . . Couple of girls dressed as pages, or in costumes suggested by the attraction, carry a large flower horseshoe (made up with cooperation of a florist) through downtown streets . . . card on flowers, large enough to be easily read, carrying copy: "Congratulations to (star) on the finest performance of her career in (attraction) at (theatre)," (or adapt copy to attraction). Or the flower horseshoe might be placed on display in florist's window, or in lobby.

Floral design other than the horseshoe might be suggested by the attraction.

111. MINIATURE STAGE . . . Display might be constructed, for lobby or window, with miniature stage as center of display.

Revolving circular platform might be placed behind the stage opening, as the stage. Platform is separated into several miniature stage settings by dividing upright "walls." As platform revolves, one after another the different stage "scenes" (each set with different display of stills, or figures cutout from stills) come into view. Perhaps mechanism can be arranged so that platform will stop in its turning for an instant as each "scene" arrives before the opening. Curtain may be made to come down, or close-in, between the different scenes. (*See Designs.*)

Or panel with stage design might merely feature a "stage," with opening cut where screen should be. Back of the opening a drum is made to revolve, bringing into view a series of stills which are attached to the drum.

112. HOLIDAY NEWSPAPER FLASH . . . On July 4th, New Year's, Friday the 13th, or any holiday or out-of-ordinary date, newspaper might be willing to use specially posed and unusual art layout in keeping with the date.

Using photograph of star of attraction, artist might draw in background suggested by the date . . . as seating star on a giant pumpkin on Hallowe'en, or riding a giant skyrocket over a skyline of city for New Year's . . . or greeting Santa Claus, for a Christmas photo, etc. Only actual photo is that of star, rest is drawn in. Playing stage shows, photo of star or one of the girls in the stage revue might be used, or specially posed.

113. DIGNITY . . . An occasional class attraction must be handled with utmost dignity . . . no tricks, no stunts, no gags. Endorsements . . . screenings for Better Films Councils and educators or those who would be interested, perhaps using their comment for newspaper stories; cooperation of editors in carrying straight publicity . . . mailing list—all these angles should take the place of hokum. A committee might be formed to sponsor the showing of the attraction, and these names might serve to add weight to letters, newspaper ads.

114. SUBMARINE CANARY . . . Effect of goldfish and a live canary, together under water, is obtained by dividing an ordinary square gold fish bowl, or aquarium, into angled compartments, by placing a glass panel diagonally from one corner to the other . . . the glass being cemented in so that it is water-tight, using aquarium cement, or metal cement or putty. Usual equipment of a gold fish bowl (sand, miniature castles, figures, etc.) is added, making floor of both sections identical (the sand also hiding cement used at bottom of glass dividing panel). (*See Photos.*)

Water, and the gold fish are placed in front section of the aquarium, a live canary is placed in the other side. Bowl is covered with wire netting (over top). Both ends and top are concealed with display panels, only a straight forward view being permitted . . . with the gold fish side facing out, towards those looking at the bowl. Used as center of a window display, with panels carrying tiein copy on theatre's attraction . . . as, "(Star's) Amazing Submarine Canary" (and into attraction copy).

Similarly white mice might be used instead of a canary. Hole may be cut in the aquarium floor (on the dry side), so that mice might appear in the aquarium, or go through the opening in bottom into a cage which is attached beneath. Or, instead of a divided aquarium, another small seamless gold fish bowl might be placed upside down in the aquarium, over the hole where the mice emerge (sand being placed equally under the bowl and outside) . . . the bowl within the aquarium being cemented to floor, and covered over with water.

115. APRONS . . . Cloth aprons, carrying imprinted copy on the attraction, might be supplied newsboys on downtown street corners. Change pockets in the aprons add to their value. Similarly lettered, or imprinted, aprons can be supplied soda dispensers, clerks, butchers.

116. GIGANTIC INVITATION . . . Made up after fashion of regular invitation, but lettered on compo-board panel, as large as possible, and in proportions of regular invitation. Or the "invitation" can be lettered on a very large sheet of paper, which is folded once, and inserted in a very large, specially made envelope (both being shown in photographs).

Delivered to Mayor, or other official, or to managing editor of newspaper, the big invitation is photographed with couple of good looking girls "delivering" it . . . (on City Hall steps, if delivered to city official), newspaper carrying the photograph together with a story. The invitation might be delivered to football or baseball team just before start of important game (with photographs of the presentation made, and announcements for crowds).

If used in connection with a stage revue, the girls in the stage show, and perhaps stars as well, can "deliver" the invitation (for photo purposes).

Invitation might be made up in form of gigantic telegram, with star inviting local celeb to witness the attraction as her (or his) guests.

Invitation to Chief of Police, inviting him and his officers to witness an attraction, might have Chief, or an officer, photographed accepting the "invitation" . . . newspaper in reproducing the photograph referring to cops getting a ticket instead of giving one.

117. ILLUMINATED SHIRT . . . Night time bally man being costumed in full dress, or other costume which includes in the ensemble a stiff-front dress shirt (or "dickey"—a cardboard shirt front). Letters, spelling out the attraction title and theatre, are cut out from the shirt front which is then covered over with white muslin or sign cloth. Flashlight is then arranged under the shirt, so that illumination shines through the letters when the flashlight is lighted. Light is so arranged so that it might be flashed on by man pressing button in pocket.

118. PERAMBULATING DISPLAY . . . Flashy display (with name of attraction prominent) being carried about town during rush hours will command considerable attention. Banner, or lettered life-size figure of star, or of girl if attraction is of the "gal-lossal" variety, might be sent about town.

Life-size cutout figure might be carried about town by two men (or two girls), holding each arm of cutout figure (one person on either side), and carrying the figure as though walking with a third person, (cutout lettered on reverse side).

119. BANNERS . . . Large cloth banner on a coming attraction can be effectively attached to front of theatre, or other prominently located building. Banners, if used regularly, might be attached to a specially constructed frame to which the banner is laced. If star's face is especially well known, large banner across front of theatre might merely carry his picture, no copy, for a one-time stunt. (*See Photos.*)

Narrow strip banner might be used to carry for a number of stories down the corner of a building.

Any number of banner manufacturing companies can supply cloth banners of any specified size. Or a local tent and awning company might be capable of constructing the banner.

Face of an upright sign might be effectively covered with a banner. Made of sign cloth, the banner is exact size to cover completely the letters in the upright sign. Name of star or attraction (very brief necessarily), is "cut in"—the background painted black (using oil paint) and the lettering being left the natural white of the sign cloth. Placed over upright sign, and at night with lights turned on, the lights showing through the unpainted portion of the sign cloth will spell out star or attraction name instead of theatre name.

Where road or street leading to theatre goes over a bridge, banner might be placed conveniently near same, carrying copy: "Cross this bridge to see (attraction)." Where stream flows through downtown section and main street extends across a bridge, a boat in the stream below might be bannered.

Upright streamer banner might be used effectively out front, the banner extending from the roof of theatre, or top of upright sign, to the marquee. Banner might parallel (on outer edge) the upright sign from top to bottom, being attached at top to an arm or beam extending from top of electric sign. Banner lettered both sides, or two lettered banners, placed together back-to-back, so that it can be read from either direction. Guide wires should carry down sides of banner, through grommets in banner edges, from top to bottom, holding banner securely.

The scene of construction or excavation for a building, is often a great spot for a banner on an adjacent building, since much attention is attracted. Even the steam shovel or excavating machine might possibly be bannered.

Four-sided banner (sign cloth on light wood frame), can be attached around automobile with extreme ease . . . being fastened to bumpers in front and rear, and not necessarily touching the car. Banner above car might be attached by means of pipe framework to bumpers.

120. BIGGEST . . . Size of an item (suggested by an attraction) can win attention and possibly merit newspaper space . . . calling it the biggest of its kind (as, if appropriate, the biggest pretzel, or biggest cake), specially made in honor of showing of attraction at theatre.

Window and lobby display might feature the item, and picture of pretty girls grouped about it might make the papers

Or where the size of any object will draw attention, there is possibility that it might be adapted to theatre use . . . as a specially large or long truck, used for a float.

121. COOPERATIVE POSTERS . . . Billboards bought and specially prepared by some other business might tiein theatre's attraction or star. As, billboards posted for a taxicab company carrying the copy: "Call a (name) cab to call on (star)," and illustrated with photo of the star. Or, a bread company might feature a photograph of one of the girls from a coming attraction, copy carrying message that bread builds glowing health such as these girls have.

Arrangements should be made well in advance, and might fit into the advertiser's plans, supplying a new approach. Different attractions suggest different tieups. A similar tieup might be made using smaller paper (three-sheets, one-sheets).

122. CHRISTENING ANIMAL . . . Arrangements might be made with zoo to formally "christen" a baby animal with name of theatre attraction or star. Local traveler, or explorer, or a pretty and prominent girl, or stage show star, officially performing the "christening." Photographs, for newspapers (arranged in advance). Radio station might broadcast the stunt.

123. REVOLVING DISPLAY . . . Turning displays for lobby or front are most certain to attract attention. Revolving circular panel might be constructed to bring stills, or a series of illustrations, one after another into view through an opening. Or, circular display or drum revolving behind an opening in a display panel can bring into view the title of attraction, as it turns. (*See Diagrams.*)

Animation can be supplied by use of a motor-driven phonograph turntable . . . with stills or other illustrations, attached to edges of the turntable and being revolved behind an opening

Effective window display might be adapted from revolving shade display, in which the shade is circular, mounted (on a glass bearing) over a light globe (in center) the heat from the globe rising through angled openings in the top of the shade and causing it to revolve. Commonly used in window displays, one of these revolving shades might be secured, and adapted to a shadow-box or window display . . . perhaps a miniature of a billboard, with opening cut for the revolving display to show through.

A 24-sheet might be effectively adapted to a revolving display by use of a drum, constructed exact height of a 24-sheet, and covered over with sign cloth. Two hoops made from small rods will serve as top and bottom supports of the drum. . . the circumference of the hoops to be equal to length of the poster (about 240 inches, with added inches if date strip is to be carried between the ends of the poster). Join the bottom hoop to a wooden hub, using wire spokes . . . the hub to revolve on a stationary "axle" placed upright. Top hoop is connected by spokes with a cap that revolves on top of continuance of the axle (axle passing through lower hub and to top of display). Drive with motor, using belt which rides in groove cut in lower hub; or chain and gears. Domestic cloth (on which poster is pasted) is sewn tightly over the space between the two hoops. Drum should be illuminated, for night flash, and amplification set-up might be connected, placing speaker under the display, broadcasting music and announcements. Using smaller posters for lobby or window flash, a 6-sheet and date strip might be adapted; or two 6-sheets. Or a painted display.

124. AUTOGRAPHS . . . Objects bearing genuine autographs of important or famous people make valued prizes for contests . . . as, in connection with a baseball story, a bat or glove might be autographed by every member of the home team . . . or it might be sent for signature to one of the top-name players (or a football, similarly signed); or suggested object might be sent to studios for stars to sign. Several personally autographed photos might be secured from studio and used for prizes.

Contest for newspaper or radio can be based on written autographs using the star's name . . . with tickets for best, cleverest "signatures" submitted.

125. SCREENINGS . . . Newspaper and radio critics might be invited as special guests at private advance showing of an attraction. Advance stories on the attraction should result. The picture should be one that definitely has merit, or one that will excite controversy.

Newspaper fashion editors should be invited if clothes worn by star are especially attractive.

Local authorities on subject suggested by or dealt with in the show should be invited to witness the screening . . . if attraction deals with sports, inviting sports editors and leading local players. (And similarly other appeals.) School principals, superintendents, should be invited in connection with an educational feature; if ministers would approve, they might be invited.

If screening in advance is not possible, those interested might be invited to attend preview, or opening night. (See 435.)

Special screening of attraction might be arranged in surroundings suggested by theme of attraction. A Naval story might be screened for naval officials aboard ship; with consequent newspaper stories, carrying comment. Or screening might be arranged aboard a transport plane, or a railroad train, or a boat, street car or bus. Newspaper support or sponsorship should be secured in advance, with story and photographs assured, and with critics present.

Screening in jail might be arranged for prisoners in connection with attraction that carries a strong moral that crime does not pay. (With subsequent newspaper stories.)

126. SCHOLARSHIPS . . . Appealing to students, perhaps a scholarship of some kind can be promoted, to be awarded as a prize in newspaper contest or essay contest, or other competition. Or scholarship in music school might be presented to winner of singing contest, in connection with musical attraction, and with newspaper or radio cooperation.

Similarly, a business course might be the prize, if attraction suggests (as a story that pictures office girls or secretaries).

School giving the scholarship should receive credit in all announcements and publicity, both in theatre and through cooperating newspaper or radio station.

127. SILHOUETTE . . . Attention-arresting silhouette effect can be obtained by using display panel with muslin-covered opening in same . . . light behind the cloth—and figure, or cutout letters, between the light and the cloth. (White paper or translucent glass might be used, instead of muslin.)

Animation might be secured by mounting cutout letters on a light frame, and mechanically making letters (or figure) travel towards the muslin screen, then away from it . . . the silhouetted letters (the shadow of the cutout letters as reflected on the "screen"), from the front, appearing to diminish in size then to become larger, filling up the screen surface.

Figure, as of a dancer, can be animated, and the dancing silhouette cast on the screen. When the effect of sideways animation is desired (as the silhouette of a hula dancer), figure can be made stationary and the light behind it made to move from side to side.

The screen should be part of the display (as a clown holding a hoop—the hoop being the screen. Or a pulled-down window shade effect). Etc.

Larger silhouette display (possibly utilizing all or a large section of a window), features a couple of girls in close fitting costumes, posing, dancing, and as part of their routine holding cutout letters (held together with wire) in front of light so that they cast silhouettes on the screen. Display copy is carried on the panels which mask in the sides of the muslin "screen".

Newspaper contest might be based on correct identification of a series of silhouette drawings of players in coming theatre attraction. 30-word description of the person whose silhouette is shown might be required additionally. Or, contest might be based on best silhouettes of stars cut from black paper, and submitted.

128. HOSIERY . . . Tieups with stores handling hosiery are a "natural" in connection with a girl show; and okay, too, on most feminine stars.

Stores might use leg-art in their ads (photos of girls in brief costumes, or star in leg-revealing pose), and possibly including scenes from the attraction. Stills, too, might be placed in neat display in windows of store, together with hosiery display. And the hose might be named after, or "dedicated to" the star of the show.

Girls can be featured in a store window, modeling hosiery, as center of a display on an attraction. Window is masked in (or the portion of the window in use) with display panels. An opening in the center of the front panel is just so high that a girl standing behind it will be visible from just above her knees down. A curtain or drape might be used in the window. Girls model hosiery behind this opening. And back of them, a curtain "backs up" the display. Display copy is lettered on the outside of the paneled display, or possibly placed on miniature easel display cards within and on either side of the opening. (*See Photos.*)

One or several girls may be used. In addition to modeling hose, walking across behind the opening, girls might seat themselves on chairs, removing stockings of one color, replacing them with another pair of another color. If they are dancers, they might go through a brief seated tap routine.

Another angle, would be the use of just one girl, posing behind the curtain, in the midst of several pair of dummy legs, such as hosiery places use to display hose. Girl's legs and the dummy legs are all clothed in same type hose. Girl remains motionless for several minutes at a time . . . and panel copy invites those looking to try and pick the real legs. Another opening in the display panel or curtain (behind which she stands) could, if preferred, permit girl's head and shoulders to show. And to make the task of picking her real legs less easy, she might wear a different type shoe on either foot (two of the dummy legs fitting into similar type shoes).

Getting away from the curtain idea, girl might be brought "out in the open," having her recline as the center of a window display among several model legs, which extend, in addition to her own, from under the short skirt which she wears. Holding her legs motionless, she occasionally moves them about. Legs (dummy's and girl's), might angle upwards toward back of window.

Store ought to mention the "girl of many legs" in their ads, and announcing times of girl's appearance. Streamers on window should announce it in advance, too. Tieup copy on the attraction should be included in newspaper ads, as well as in the window.

Several pairs of dummy legs, in chorus positions might aid, too, in drawing attention to a window which features hosiery, including illustrations of theatre's girl show (screen or stage).

Leg or calf contest could be staged in connection with a hosiery tieup (see No. 619). Or an added angle might offer guest tickets to those most nearly estimating correct calf measurements of girl modeling the hose. Another girl, in costume outside the window, might register estimates in a notebook. Stockings might be used as an acceptable prize.

129. CONTROVERSY . . . Often there are angles to an attraction, in story, author, theme, stars or production, about which a controversy of some kind might be stirred up, drawing attention to the attraction. (First weighing the possibility of dangerous consequences.)

Arguments or debates, or conflicting opinions, will naturally result in much word-of-mouth advertising and possible news space.

Newpspaer stories, or letters-to-the-Editor, might be arranged; newspaper ads may assume the form of a challenge.

Or a provocative announcement of controversial plans might evoke discussion — a statement that conflicts with formula, or a proposed non-conformance with accepted rules.

Radio commentators might start the ball rolling, giving their opinion, asking listeners if they agree.

Local authorities might be interviewed as to their opinions. Opinion of someone who would be naturally opposed might be requested.

Should all be begun well in advance of showing of attraction to prove effective. And consider consequences first.

130. COMMISSION . . . As a publicity flash, and good at least for newspaper story and picture, arrangements might be made to have the star of theatre's attraction commissioned as an honorary officer of some kind.

Star might be commissioned an honorary colonel in some local military body, or on the staff of the Governor of the state; or an adjacent state. Or an honorary Chief of Police or Fire Department.

Stage star could be presented with the commission at a special luncheon in his honor, with newspaper critics and photographers present. Or movie critic might "accept" the commission for an absent motion picture star . . . with subsequent newspaper story.

Civic organizations, luncheon clubs, etc., might make the star an honorary member of their organization, presenting a special membership card.

Theatre can issue commissions as "Colonels" in theatre's "Army of Show-goers." "Commissions," attractively made up, illustrated with appropriate scenes, state that "(space for name) is hereby commissioned as 'Colonel' in the great Army of Show-goers whose eager feet bring them regularly to the (theatre) to witness the greatest attractions the show world provides. In recognition of outstanding cooperation and interest in things theatrical, he is duly appointed, this date (and space for date to be typewritten in)." Or attraction might suggest an "organization" sponsored by theatre in which patrons are "commissioned."

131. TOP MARQUEE . . . Where theatre is strategically located, as most of them are, the top of the canopy offers a marvelous spot for an effective display.

Attraction will suggest type of display . . . as a jungle scene, perhaps with live "savages" and live monkeys, in connection with a jungle story. Or, backed up by a large banner, attractively costumed girls appearing on constructed platforms (safely constructed so girls cannot fall), carrying letters which spell out title of coming attraction . . : or panels which carry star names or sales copy. Or, giant constructed fan might be the background for a "fashion show," in connection with attraction that deals with fashions, a group of girls modeling gowns, bathing suits, sports outfits. (*See Photos.*)

Scene atop marquee should be brightly illuminated at night. Attractive girls will add to a constructed atmospheric scene atop the marquee.

Display atop canopy might be built within a giant frame, which is outlined with light globes or neon . . . the "scene" being constructed within a giant "shadow-box" built back of the opening.

24-sheet might even be posted atop marquee, panel being neatly constructed.

132. SEE . . . Copy (lobby, windows, newspaper, radio) might effectively feature "see" angles, as: "See (scene or incident) . . . . See (another scene), etc." Highlights, interesting scenes listed in this fashion.

Panel can feature an opening, behind which a revolving drum, as it turns, brings into view "see" copy (highlights) of attraction. Word "See" is lettered directly above the opening or to the left of it.

133. PRIZES . . . Added interest is assured any contest if the prizes are attractive. A trip . . . to Hollywood, Florida, New York, or to anywhere, can sometimes be promoted through travel agency, railroads, bus lines, airlines. (Theatre should have winner sign a letter of release.)

Attraction may suggest some prize. Contest on attraction that is based on a well-known novel might use books as prizes.

Hotel or night club might entertain winner and a party (of 12 or 20) without charge, as a prize . . . hotel receiving mention in newspaper stories. Or a season pass to a swimming pool, on the same basis. Or several permanent waves at a beauty shop. Or clothes, stockings (several dozen pairs), etc. And, of course, cash or ticket prizes.

Additional prize might be presented for cleverest entries.

Newspapers are generally more interested in a contest offering desirable prizes.

Tickets as prizes might secure display space for attraction along boardwalks and midways, in stores, windows, and newspaper ads. Several tickets, offered for best scoring in some competition, or to winners of some contest, will often bring many times their value in advertising.

134. INFORMATION . . . "Information Booth" in lobby or store offers information about (attraction). Pretty girl in the booth answers questions about the show, schedules, prices; she might hand out heralds.

Typist (possibly costumed)—seated at a table, as center of a display in lobby or store, types and hands out brief "messages" about the attraction. Panel or easel card carries copy (large): "Information (smaller) about (attraction)."

135. CONVENTIONS . . . Where city is host to a convention, arrangements committee should be contacted. Possibly a block of tickets might be sold them, for their members or their wives. Perhaps announcements can be made at meetings. Heralds can be placed in hotel rooms, or in hotel letter boxes. Stage show stars might be introduced at a meeting. Perhaps theatre might be used in the morning (before opening) for their main meeting (selling them tickets in exchange).

Local "convention," or travesty on a convention might be promoted . . . as a "convention" of local dancers, in connection with attraction that features dancing; or a convention of Santa Clauses at Christmas time, inviting all the sidewalk St. Nicks, tieing in Christmas attraction as theatre's Christmas present. "Convention" should meet (for newspaper photographers) in theatre before house opens, with tea and sandwiches, or coffee, served them. Picture might be screened, with "delegates" as guests of newspaper critic.

136. RADIUM PAINT . . . for night display or displays in dark spots, use of luminous paint will draw added attention. Displays (in windows, outdoors) should be placed in darkened location where, however, an occasional light is thrown against it (as by a turning automobile), as luminous paint is "charged" and made to glow by an occasional flash of light. Or it can be made to glow continuously by focusing an invisible UV ray on it (firm supplying luminous paint can supply a slide to be placed over an ordinary spotlight).

Costumes can be touched with luminous paint for a night time effect, or for darkened theatre . . . as a man in black suit, with skeleton outlined in luminous paint (for use when attraction suggests).

137. LETTERED SWIM BALLS . . . Large rubber balls, distributed well in advance to swimming pools, are inflated, attraction title and copy lettered on, using oil paint.

138. FANS . . . Lettered silk ribbon attached to front guard of an electric fan, used as center of a window display. Short length of wire attached to the top of the ribbon keeps it extended.

Electric fans can be used for animation in a window or lobby display. An enclosed snow scene might have the "snow" (bits of paper) blown about by concealed oscillating fans. Similarly, sand might be blown about (gently) within a glassed-in shadow-box display picturing a desert scene. Or stage money blown about.

Oscillating fans often can be used in animating mechanical displays. Fan, swinging, and behind a display, might be arranged to pull an object, which is returned by means of a light spring or rubber band as the fan swings back. Or the fan can make electrical contact at the termination of each swing, ringing a buzzer, or flashing lights, or starting a motor. (*See Designs.*)

139. FLOATING HEAD . . . Magician's illusion of head suspended on ribbons ("Spidora," used around fairs and carnivals), can be used effectively as a window display, lettered: "She laughed her head off at (attraction)."

A public address outfit can be added with "mike" inside window, speaker outside, so girl who appears in the display might speak to persons on the street.

The illusion is simply constructed, consisting of a box, with mirror extending (at an angle, leaning outward) across opening and reaching exactly midway the box (bottom of mirror is at rear bottom of box, top at midway center of box) and reflecting bottom of box and giving illusion of completeness.

Box (square) is lined (all sides) with identical figured material.

Over the exact center of the mirror, ribbons cross, extending from back top corners of box, and crossing to front corners of box. Behind mirror, lower half of back of box, there is an opening through which girl thrusts her head (from behind); she rests her head on the mirror edge at the point where the ribbons cross; her body is concealed by the mirror and display panels.

Small ruffle at point where ribbons cross, as a collar, might further add to the illusion. Curtain should be provided to "close in" on display when desired. Box must be placed sufficiently high.

After similar fashion illusion of half a girl might be secured, using ordinary kitchen table, with opening cut in same, in which the girl stands, the table reaching to her waist. Short "skirt" comes past her waist, extending slightly over on top of table and concealing edges of opening in table. Under table two angled mirrors extend from a center table leg, to just behind the two rear legs, cloth table cover extends to floor on both sides, though open on front. Mirrors reflect sides and give the illusion of looking through, under table, to table cover extension similar to sides.

140. FILM ARRIVING BY PLANE . . . Newspaper might use photo of pilot handing lettered film can to Mayor, or to manager, or to group of good looking girls. Story to the effect film rushed by special plane. Airlines plane might be used. (*See Photos.*)

141. BANNERED TRUCKS . . . Constantly cruising about the city, the sides of trucks offer an excellent space for banners. Line of copy on banner can mention product represented by truck.

In connection with newspaper tieup, boards or banners might be placed on the sides of newspaper's delivery trucks.

Other business places owning trucks that might be bannered include news agencies, ice companies, bakeries, dairies, cleaners, oil companies, laundries, bottlers, department stores. Or any other business owning a fleet of trucks.

142. SOAP . . . Tieup might be arranged with distributor of well advertised soap, or with individual stores, to place cards and streamers in store windows, and in stores. Distributor might possibly have special tieup material.

Placard or streamer might have photo of star attached or reproduced with copy as: "Have a complexion as lovely as (star's) in (attraction). Use (soap)." (No endorsements without approval.)

Prize might be offered for best object modeled, or carved, from a bar of soap. Object to be modeled might be suggested by attraction, as likeness of star . . . or girl, in connection with girl show . . . or animal in connection with jungle story, or a cartoon character.

Artist might be set to model star's likeness from a large cake of soap in store window, or in lobby. (See 141, 301.)

143. BOTTLERS . . . Distributors have display stuff on many stars. If available, it might be spotted in dealers' windows, possibly with card on attraction attached.

If nothing available, specially printed paper streamers (to be attached to windows and trucks) might be used . . . copy on streamers carrying a top line tiein with the drink.

Arrangements might be made to promote a quantity of bottled soft drinks for free distribution to theatre patrons as an ad for drink (handing cards which are redeemed by dealers).

144. DANCING SHOES . . . Adaptable where dancing is featured in an attraction, a panel for a shoe store window or lobby display features an opening, in which a pair of shoes apparently go through dance steps without human aid. If dancing is not important to story, perhaps the copy might be carried: "You'll be so happy you'll want to dance . . . when you see (attraction)."

Effect of the shoes dancing is achieved by using white shoes, within a shadow-box behind the opening in the display, and backed up with black velvet. Neon or globes outline the opening on the *outside* (causing a slight glare in the eyes of those watching the display and preventing too close an inspection of the interior of the shadow-boxed opening). A dancer seated behind the display panel, wearing stockings that are black to match black velvet background, is wearing the shoes; as she moves her feet, only the shoes are visible, since the black stockings and the black backing blend together. Or, the shoes might be moved by use of black threads which are attached to revolving cam-shaft or eccentric wheel above, and out of sight.

145. LAUNDRIES . . . Can cooperate by inserting heralds or specially printed inserts in laundry packages. Tieup line, or copy for the laundry might also be carried on the herald, with most of space, however, devoted to theatre attraction. A few guest tickets might help secure insertion of heralds. Or cardboard inserts which many laundries place in laundered shirts, might be imprinted.

146. HOTELS . . . Small imprinted stickers can be attached to the small bars of soap used in rooms in hotels.

Panels and display frames should be placed in hotel lobbies. Theatre and attraction should be listed on hotels' bulletin boards.

Morning newspapers delivered to guests, can have a small sticker attached to each paper, the stickers imprinted: "Good morning! After you've had your dinner tonight at the (hotel) restaurant, come on over to (theatre) and see (attraction). We're sure you'll like it." Or wording can omit hotel copy. Rubber stamp can be used instead of stickers.

Cards, to be placed in hotel rooms, might carry copy: "Stay over in (town). Why spend a tiresome night on the train when you can rest in comfort here, and attend the showing tonight of (attraction) at (theatre)." Space devoted to theatre attraction, and underlined copy might carry railroad, bus and airline morning schedule.

Heralds placed in hotel rooms, or in mail boxes.

Permanent "Rules" cards might be printed and supplied hotels for attaching permanently inside hotel rooms. Necessary information is given, with institutional theatre ad carried at bottom of the card.

147. MATCHES . . . Small imprinted gummed stickers might be attached to the inside cover of book matches (usually distributed wherever cigarettes are sold). Or, attached to small boxes of matches. Or, attached around individual matches, where single matches are provided.

Or, instead of sticker, small rubber stamp might be just as effectively used.

Or, small imprinted card might be inserted in book match folders.

Imprinted book matches might be supplied restaurants and cigar counters, or distributed to patrons.

For a comedy attraction, small envelopes might be imprinted: "Free cigar lighter . . . compliments of (star and attraction)." Or, "Here's a new light on (attraction copy)." Inside the envelopes, matches are placed.

Collectors of book match folders can be invited to display their collections in window or lobby.

148. MORE YOU STUDY . . . Herald for comedy attraction might be headed: "The more you study . . ." Following with smaller type: "The more you study . . . the more you know . . . the more you know . . . the more you can forget . . . the more you can forget . . . the more you do forget . . . the more you forget . . . the less you know . . . so why bother about studying? . . . Come and see (attraction)."

Most of space devoted to attraction. Best for school or college distribution.

149. PACKAGES AND PAPER BAGS . . . Arrangements might be made with stores to imprint sacks that they use. Tieup line can be included, though most of space devoted to theatre attraction. Sacks might be obtained from store, imprinted and returned. Or, rubber stamp may be used.

Large shopping bags supplied by some stores to their customers might be similarly imprinted, and very effectively.

Imprinted stickers might be supplied the stores. Clerks attaching them to packages (used in sealing packages), and attached to sacks.

150. **COFFEE** . . . Coffee distributor might be contacted, arranging to print paper streamers, carrying line at top on coffee, devoting most of space to attraction. Streamers to be attached by distributor to windows of places handling the coffee.

Perhaps it will fit into plans to have coffee served to theatre patrons on matinee, or opening day; and if this is used, a miniature bar might be secured and set up in lobby or on mezzanine floor. Bakery will supply sandwiches. Where line of patrons are waiting outside and in lobby to see attraction, arrangements can be made to have coffee served them (especially if the day is cold).

In connection with a thriller or shock attraction, coffee might be supplied patrons, with display panels and newspaper ads suggesting that the coffee will calm the nerves before and after witnessing the attraction. Coffee concern might buy newspaper space or heralds, also supplying girls to serve the coffee.

151. **MAGIC PILLS** . . . Small envelopes for distribution are imprinted: "Little pills for all your ills" . . . and then, in smaller type: "Certain to cure melancholia; to change those blues into rosier hues . . . and cause you to laugh and enjoy life. Directions: Dissolve pill in a glass of water . . . allow to stand for two hours and a half . . . during which time, visit the (theatre). When you return, throw the pill away . . . you won't need it after seeing (attraction copy)."

Small candy pellets, secured from confectionery, are placed within the envelopes.

152. **ALADDIN'S LAMP** . . . Display invites patrons to "Rub the Magic Lamp . . . See a more lavish scene than Aladdin ever dreamed of (or similar copy)." Lamp, possibly an old-fashioned one, is made part of the display . . . the lamp concealing or being connected with a grid-glow bulb (a photo-electric cell arrangement which makes animation possible by merely placing the hand near the grid-globe). When hand is held near the "lamp," an enlarged photograph of a scene from coming attraction, placed *behind* a large mirror which is the center of the display, is illuminated . .

the back of the mirror being unopaqued, and when scene behind it is illuminated, becoming clearly visible through the mirror.

153. FRONT AMPLIFICATION . . . Brief portions (perhaps song highlights) of an attraction can be sent through to front of theatre to speakers concealed behind a display (with panel carrying invitation to listen to attraction highlights or song hits). Effective for occasional use.

Amplification hookup might be connected direct with projection booth; or microphone is used, picking up sound from auditorium when desired. Or, records of song hits from the attraction might be played instead.

And, similarly a portion of theatre's attraction could be broadcast over radio station, direct from theatre.

Playing song hits, front display might show a radio as part of the painted display, and speaker being concealed behind the panel, so that sound appears to come through the "radio."

Also, using amplification equipment in front of theatre, microphone might be placed in box office. Cashier's "thank you" and her comment to each patron (in which she mentions a coming attraction), will be amplified for the benefit of those passing. Or she can speak to those passing, plugging the attraction.

154. LAUGH BROADCAST . . . In connection with a comedy attraction, a microphone might be used to pick up laughs from the audience (at funniest part of attraction) together with whatever dialogue from attraction that microphone might pick up, for brief period over radio station . . . following up with announcement.

Radio announcement might feature recording of hysterical laughter, played for an instant, following with the announcement: "That's a sample of the reception you will receive when you visit the (theatre) to see (attraction)."

Laugh highlights and audience reaction might be carried out front, the speakers being concealed behind a panel which is lettered· "Listen to the crowd roar at (attraction);" or, "Hear 'em laughing You'll be laughing, too, when you see (attraction)." Or, laugh record might be used.

Phonograph, as center of front or lobby display, might openly play the laugh record . . . with panel carrying copy: "You'll laugh like this when you see (attraction)." In charge of girl attendant who keeps the record going, or equipped with record repeater, the phonograph might also be placed in prominent spot away from theatre. Or, girl carries a portable phonograph about town, stopping and playing the record on prominent corners, the copy being lettered on inside cover of the phonograph.

Laugh record can be played over house amplification system, too, with speakers placed atop the marquee.

155. PRESCRIPTION . . . Herald printed in shape and form of a regular doctor's prescription, with "Prescription Blank" being imprinted at top. And, then in smaller type: "For patients who need laughs (or 'thrills'). Mix . . . one teaspoonful of thrills every minute . . . 1 dram of special shock drops between each thrill. Add mystery powders, and let dissolve slowly with high tension suspense pills. Stir well with excitement fluid, until thermometer reaches amazing point. Administer until patient's breath comes in gasps . . . and while he has chills, keep him bundled in spell-binding atmosphere until limp from awe. Take . . . each dose with tablespoonful of romance to sweeten the prescription. Inject rib-tickling antidote if patient becomes breathless. Signed, Dr. (star of character in attraction)." Or, adapt to suit attraction.

Or the "Prescription" might be worded simply: "Prescription. For that tired and run-down feeling: Take 2 hours off . . . and go see (attraction). To be repeated as often as needed."

156. COMPARISON . . . With "Then and Now," "Old and New" as the theme, current-day stars or celebrities, or articles of any kind, as compared with those of another day, might be made the basis of lobby display, window tieups, parade, or newspaper and radio contests.

A girl show, stage or screen, might inspire a newspaper contest comparing the lovely ladies in the show with famous beauties of history (or literature). Art would use series of photos of both present-day dames and history book girls . . . with modern miss given the break in the art layout. Historical beauties, Cleopatra, DuBarry, Mme. Pompadour, Mary, Queen of Scots . . . and many others, (pictures obtained from the library). Contestants required to identify pictured historical dame and to write (in 100 words or less) a comparison and their preferences.

Famous lovers might be made basis for contest comparing romantic star of attraction and great lovers of history (or literature) (as Don Juan, Cassanova, Cellini, and others), with today's romanceer getting the edge in art layouts.

Or, "Famous Sweethearts" can be made basis for contest, if attraction features a team of lovers. Contestants to identify and compare history's famous teams with those portrayed in picture. (Comparisons can be serious, or in rhyme, or humorous.)

Dancers, or bathing girls in theatre's attraction might suggest other girl comparisons, as girl in modern dress and girl in old costume; or girl in old-style swim suit, and picture of girl in latest, briefest modern suit; dancer in old-style costume might be compared with newest costume.

Photos of bathing girls, then and now, might be used in window display of bathing suits. Possibly with girls modeling bathing suits, showing old-time suits, bringing them up through the years to present day. (Old-style suits and new ones can be obtained for display purposes from bathing suit manufacturers.)

Automobile dealer might compare newest model automobile with older model for window. Or photograph (for papers) poses girl from stage show with the two cars. Photo might be displayed in dealers window.

Old and new models of almost any manufactured article, as old-time phonograph, latest radio-phonograph, might be used for a window display, or made the basis of newspaper ad or story.

Parade might be arranged (see No. 64).

Town's pioneers might be made the subject of newspaper feature stories, or dramatized radio broadcasts. Any living pioneers or original settlers might be honor guests. (See No. 875.)

157. CELLOPHANE . . . Occasionally effectiveness of front or lobby displays can be increased by covering of cellophane. Stills or even entire display panels might be covered over. It can be used in a variety of colors.

Costumes for girls used in connection with front or lobby displays might be covered over with cellophane. Girl might be "delivered" to luncheon clubs or night clubs, introduced as "wrapped in cellophane, untouched by human hands;" covered completely over with cellophane when she enters; or in cellophane covered costume, she does song, or dance routine, suggested by the attraction (with announcements).

158. SAFETY PINS . . . For distribution, pins might be attached to small cards, which are imprinted: "Just in case you cast aside all restraint . . . and laugh aside all buttons . . . take this 'insurance' with you when you go to see (attraction)." Card (with the attached pin) can be inserted in small envelopes which are imprinted: "(Name of attraction) Insurance Policy."

159. TROPHIES . . . Named after star of theatre attraction, trophy might be presented to winners of races or contest (which might or might not be actually promoted by the theatre). Might be presented in tieup with newspaper. Or paper might carry stories and picture of good looking girl posed with the trophy.

Trophy can be an engraved cup; or a plaque; or something suggested by the event, or the recipient (as a baseball glove for a baseball player, the glove possibly autographed by the star of the attraction).

Baseball player on the home team with best batting average for a specified week might be the winner of the trophy, with paper following each day's results on the sport page (mentioning attraction).

Winner of a dance contest, staged on a special evening dedicated to and named after the star by the cooperating ballroom might receive the trophy.

Winners of races—auto, foot, horse, swimming, bicycle, motorcycle, dog races; any sort of race, can be presented with a trophy. Or speed contest might be based on some local industry; for example, in a dairy country, the event promoted might be a cow-milking contest. Or a typing contest might be set for office girls.

Most valuable player on local football team might receive the trophy, his selection based on decision of appointed judges, or of the players themselves. Presented at end of season, presentation can be made quite an event, with the team assembled on theatre stage, together with cheer-leaders and coach, with Mayor or other local celebrity making the presentation. Or trophy might go to "most popular player." Or to the player making the most touchdowns.

Trophy should be placed on display in advance in a prominent store window, perhaps that of a jeweler.

In connection with an attraction that deals with racing of any kind, local racing organization might loan a display of trophies, to be exhibited in window or in theatre lobby in advance (under lock and key). Perhaps some racing celebrity might appear each evening, or at certain specified time, and discuss the trophies.

160. HITCH-HIKING . . . Short-clad girl, standing at busy intersection, pretends to "thumb" a ride from passing automobiles. She stands near a panel which carries copy: "I'm hitch-hiking a ride to (theatre) to see (attraction)." She hands a herald on the attraction to motorists who stop.

161. EXERCISE MACHINES . . . Rowing machine might be set up in lobby or store window, on platform at eye-level, with girl in shorts or bathing suit, "demonstrating" the machine. Panel carries copy: "She's rowing to keep in shape, so that she can withstand the laughs (or thrills) in (attraction)."

Similarly, girl in bathing suit might "demonstrate" an electric reducing machine (borrowed from an electric shop). Display card carries copy: "You too will shake . . . with laughter . . . when you see (attraction)." (The machine might also be given a credit card, as "Demonstrating the (name) machine)." Or men or girls operating the machine might be costumed as attraction suggests (as clowns in connection with a circus attraction).

Any other type of exercise machine, electric horses, etc., might be similarly adapted.

162. SEE YOURSELF . . . Novel display panel, to be placed opposite full length mirror . . . carries copy: "See yourself as (star of picture) in (picture)," (or whatever illustration is used).

Illustration is on the opposite side of the display . . . a life-size figure, but with the face cut out (an opening being cut through panel . . . so that persons looking through the opening in the panel will see (reflected in the mirror), their faces framed above the painted figure). Or a life-size lithograph figure (from 3-sheet or 6-sheet) could be used, with opening cut in where face should be.

Ends of panel (space between panel and mirror), taken care of with two small panels set at angle concealing mirror from view except through opening. Stills or copy on end panels.

Figure used should show costume used in or suggested by the attraction. Best if the costume can win a laugh. Any copy included on the reverse or reflected side of the panel, must be in reverse.

Panel might carry two identical life-size figures of star, with face of one of them cut out. Panel asks patrons if they think they look like star, inviting them to look and compare.

Panel might be used first in lobby, later in store or prominent downtown location.

163. DIRECTIONS . . . Dressed as a "rube," man travels about downtown section. On prominent corners, when he encounters someone standing still, he asks loudly the direction to (theatre), telling them that he's traveled all the way from (some nearby town) to see the picture.

"Directions for Saving Gas, Light, Water" heading on a herald might be followed with the copy: "Turn off the gas, turn out the lights, lock up the house . . . and go see (attraction copy)." "Directions" copy might be imprinted on front page of a folder, with the follow-up copy on the inner pages.

164. STILT WALKER . . . Good flash when available, a stilt walker wearing costume in line with attraction, will attract attention. Wears long trousers, carries banners on legs and on back. Copy: "Tops everything!" Or, "Tops every comedy (and attraction, theatre copy)."

He might make downtown streets in advance, and places where crowds go, ball games, football games, etc.

165. LINGO . . . Type of talk used by characters portrayed in attraction might be made basis of contest for radio or newspaper.

Circus talk, gangster language, western or stage idiom.

Many different groups have an intricate language all their own, a trade language or a "slanguage" that isn't ordinarily easily understood by an outsider.

Contest might be based on brief yarn, describing some scene in the attraction, written in the particular slanguage that the attraction suggests, contestants to "interpret it." Newspaper illustrates the contest with scenes from the attraction. Or, various "words" might be listed, with contestants to decipher them, or to write a brief bit of dialogue (suggested by scene pictured) using the lingo.

166. RADIO OPEN HOUSE . . . Program to be broadcast, in an informal manner, from stage of theatre, or from mezzanine or lobby, before beginning of day's performances, but after box office opening (sufficiently early to allow time for program before start of show).

Program might include song numbers, or even dance taps (on board, with microphone near) which those present among the audience might care to render (making sure that there are some several "plants" present each broadcast, singers or dancers who can definitely be depended on).

Music can be supplied by organ, pianist, or accordion.

Those present might be invited to say a few words over the radio; or to call out their favorite song for the pianist to play, and all to sing. Manager or star of stage show might act as master of ceremonies.

Listeners might be invited to send in suggestions for old songs to be played, those selected getting ducats; and guest tickets might be offered to first ten listeners phoning in a correct list of old numbers (or all numbers) played during the program.

Some guest entertainer could be arranged for each program, some celebrity or entertainer. Plenty of plugs for the attraction should be worked in.

Appeal might be made to out-of-town listeners to make the theatre their headquarters while in town, and to attend the broadcast in person when in town, and say a few words over the radio.

Broadcast day should preferably be opening day of show.

167. VOICE TEST . . . Especially useful where a certain line or expression is identified with star or attraction, or where star has unusual expression or way of speaking, a dictaphone can be made the center of a lobby display, with patrons invited to register their voices, . . . with tickets for voices most nearly resembling that of star. Costumed girl attendant should be in charge.

If attraction features no "saying," or catch-line, on which the stunt might be based, the idea might be adapted to title of attraction or star's name, tickets awarded to those reciting the attraction title, or star's name, with most "expression" or "feeling."

After repeating the required words patron speaks his name and address.

Might be called a "Hollywood Voice Test," with patrons invited to hear their voices, attendant playing back the dictaphone recordings.

Patrons might be asked (on display panels) to discover for themselves if they possess voice like that of star of attraction.

Another angle uses radio receiving set with microphone connected through to same. Microphone is set up in front of a display panel; and the radio, with which it is connected, is some distance away, also in lobby, however—perhaps across lobby.

Or, radio station might broadcast the "voice test," from front of theatre or in lobby, with listeners to pick the winners.

168. ANIMALS, JUNGLE . . . In connection with a zoo, or jungle, or wild animal angle in attraction, live animals from zoo, (as suggested by attraction), or stuffed animals from taxidermists, might be used in lobby or window. Live monkeys (on leash or enclosed) might be used. If alive, precautions taken that they are definitely out of reach of patrons; and where live animals are used in lobby, odor must be considered. Appropriate jungle display should be built around animals. Florist might supply ferns and palms to bank around and behind animal cages, adding jungle atmosphere.

If newspaper will use photo and stories, arrangements might be made to screen a jungle picture (with sound) at the zoo, "to secure the animals' reaction." Or couple of cages of animals (including monkeys) might be brought to theatre for a special screening for zoo keeper, newspaper men, anthropologists, zoologists.

Radio station might broadcast from zoo on busy day, using portable microphone and extra long extension cords. Announcer talks about animals (interviews visitors), working in announcements for theatre's attraction.

Zoo or menagerie may permit small banners attached near animal cages.

Photo of girls from stage show "washing an elephant" at zoo might be good for a newspaper flash.

Color cartoon contest might be carried in newspaper (or used on herald). Kids invited to color drawings of animals. Large part of space devoted to theatre's attraction. Or contestants might be asked to submit descriptive "nick-names" for animals and birds. Or to identify tracks of different animals (obtainable at library). Or, highlights of previous jungle attractions might be made the basis of a several-day newspaper contest . . . with contestants to identify the pictured scenes. Illustration on current jungle attraction. also carried.

Jungle float, amplification equipped, and carrying girls (costumed in shorts, khaki shirts, tropic helmets), and "savages" dressed in animal skins, painted up and carrying spears, might travel about town. Sound effect record possibly available as an accessory or obtainable from radio station. Animals might be available for a parade.

Jungle front could feature bamboo and tangle of vines. "Savages" might be used as front bally, several men costumed in skins, painted up, pounding tomtoms.

"Savages" with small animal, or perhaps a snake, might be taken to newspaper office for a visit, with resultant story.

Mechanical animals can be constructed or rented—life-size duplicate of a real animal, made to move, and perhaps, using amplification, made to roar or snarl. Or a "roar-box" can be made up by using a small tub or wooden bucket or nail keg . . . with bottom removed and covered over with a piece of old drum-head or tightly stretched skin (other end being left open); string, with a knot in it inserted through center of the drum-head and to be pulled from outside of keg, grasping it with a resined piece of canvas or a canvas glove rubbed with resin. Cutout figure of animal might be animated, the figure being painted up or made up from posters

Using cutout figure of a cat (lion or tiger) effectiveness will be increased by cutting out the eyes and replacing with green paper, with lights behind, on flashers.

Theatre artist might go to zoo to "paint or sketch" a picture of (animal suggested by attraction) . . . accompanied by newspaper photographer. Couple of pretty girls might go along, to help the artist (and for the photograph). Or an orchestra might play at the zoo, to secure the animals' reactions to modern jungle rhythms.

Night club might feature a jungle dancer, pretty girl, who features an aboriginal stomp. (*See Photos.*) (See 978.)

169. BOOKS . . . With an attraction based on a popular novel, bookstores will go along for window displays using covers and streamers (generally available from publishers), and display panels. Library exhibit might be arranged. Imprinted book-marks can be distributed by the library.

Lobby, or window panel might be made up on style of opened book, one side carrying title and cast and selling copy, other side carrying illustrations exclusively . . . and similar layout might be used for newspaper ad. Or a display might picture large replica of the book, slightly opened, and with stills "pouring out"—the stills attached so that they appear to be falling out of the book as it is opened.

Entrance doors can be covered over with panels made up to resemble book covers. Or panel in front of box office might be made up to resemble the cover of the book; title lettered at top, author's name at bottom . . . and with opening cut in center, through which tickets are sold.

Large "book" made from papier mache, or muslin stretched over a light frame, might be made sufficiently large for a man to parade streets with the book over him.

With attraction based on a well-known book, arrangements may be made to present a copy (or a number of copies) to the local library, making as much of an occasion of the presentation as possible. Special and elaborate binding might be placed on the book. It might be sent to the studios for autographs of the stars, or the author. Mayor of city might add his autograph, "commemorating the occasion." Prominent citizen, perhaps the Mayor, or a pretty girl, should make the "presentation" to librarian (for newspaper photographs). Copies of the book might be used as contest prizes.

Copy of book might be presented to visiting or local celeb, with newspaper going along for a picture of the presentation. Newspaper can offer tickets for best suggested greeting to be inscribed in the book to be sent the star (or the author) with the compliments of (city).

Exhibit of author's other work should be displayed by bookstore or library.

Heralds might be made up from a copy, or several copies, of the book from which attraction was adapted. Book is torn apart, into individual pages . . . the pages being overprinted (on both sides): "A page from (copy on story and attraction)." Distribute as regular heralds.

Attention of Literary Societies and educational organizations should be directed to the attraction, if the story is such that they would be interested. Women's clubs might be interested and will discuss the story at a meeting if their attention is called to it.

Pretty girl, reading the book on which attraction is based might be comfortably seated, clad in lounging pajamas, as center of a window display. Furniture store might prove most logical window. She is selected for her reading voice, and with microphone placed near her, amplification can carry her voice to those outside the window. Title of book should be easily seen. Stunt might be built up as a "Marathon Reading Contest." Attendant is dressed as nurse, and periodic radio broadcast from the window can be set.

Giant book display, for lobby or window (or for float), might feature a cover that carries the attraction title; and several "pages" which carry illustrations, copy on the attraction. The book is placed in an upright "easel" position, and an attractively costumed girl is kept busy turning the pages. Title of attraction is also lettered on the back "page." Used in lobby, the "book" should be placed on a slight elevation.

Or large display reproduction of book might feature a girl costumed as suggested by the attraction, posed within same. She might be placed behind a lettered scrim, being revealed through the scrim when lights flash on behind same.

Books might be collected and presented to hospital patients, if newspaper sponsorship can be arranged, collecting same type stories as attraction.

170. DISPLAYS, LOBBY FRAMES . . . Permanent built-up panels, or frames (for posters, stills, or lithographs), might be shadow-boxed for good results. Cutout grill-work could be backed up with colored paper and lights. Where posters are used permanent panels or frames should be made standard size so that in an emergency stock lithographs from the exchanges might be used. Displays should be arranged with the idea of using them first in the lobby, then advancing to the front when the attraction comes along. Panels should be substantially constructed if they are to last and designed so that they can be changed with a minimum of effort and complication (eliminating necessity of noise, accelerating changes). Variety should be introduced in designs, and display frames and posters should offer some contrast. Panels should conform to some extent with theatre architecture. Electrical displays must be well insulated for protection of patrons, elimination of fire hazards.

Where lobby or front displays call for living talent a painted panel (perhaps cutout figures) should be prepared for use in the display when the live talent is "off duty." (See Animation, Fronts.)

171. **WHAT I KNOW ABOUT WOMEN** . . . Folder type herald is imprinted: "What I know about women," adding the name of (male) star, and "See inside pages." Inside the cover there is nothing at all, blank space. Ad on the attraction is printed on the back page of the herald.

Or, the entire idea might be changed by imprinting on the inner pages, the single word: "Plenty!"

172. **IMPERSONATIONS** . . . Where star, characterization or type, is familiar to everyone, an impersonation contest might be worked out effectively. Judging of entries in the contest should take place in advance of showing of attraction, on stage and immediately preceding trailer; or in window; or at a specified time in front of the theatre on opening day.

Impersonation of any and all motion picture or stage stars, and their arrival at theatre like regular stars, might be made the feature of a "Hollywood Impersonation Contest." Spotlights, cameras (not necessarily using film), band, and all the trimmings, a la Hollywood, should be used. "Stars" to arrive at theatre in individual cars (supplied by an automobile dealer, the cars merely circling the block, picking up a new "star" at rear of theatre each time). "Stars" each say a few words into microphone, either connected with amplification system, with speakers above canopy, or broadcast over a radio station, or both. Clever master of ceremonies in charge of the arrival of "stars" out front can add comedy to the arrivals. Actual contest to be held on stage, as center of a stage revue, with best impersonator to be selected. Used in connection with a stage show, comedians from the show might be conspicuous out front, perhaps "arriving" in a broken-down flivver, or handling the job of master of ceremonies.

Impersonator might appear on stage, making brief announcement which is followed by trailer.

173. WHOM AND WHAT . . . Contest for newspaper or radio, in connection with adventure story, might have contestants answer the questions, "What ten articles would you want to take along? (On a cruise or adventure such as attraction pictures)." Or, "What ten persons would you like to invite to accompany you . . . and why?"

Or contestants might submit a list of ten famous persons that they would like to invite to a dinner party for (star of attraction), if they had the whole world to choose from . . . giving reasons for selection of each person.

174. COLLEGIATE . . . Newspaper contest can offer prizes for best college humor, or cleverest "wise-cracks," to illustrate a pictured scene.

Pennants might be printed, in collegiate manner, on paper, and attached to mirrors and windows. Pennants used for display out front might each carry a letter, which, together, spell out name of attraction.

Sidewalk barkers could be dressed as cheer-leaders, performing out front, in collegiate cheering style.

Stooges, wearing sweaters to which letters are attached, might parade about town, the letters when correctly lined up, spelling out name of theatre's attraction. Pretty girls for this stunt would add to its effectiveness.

Collegiate cars might be used in a parade. Prize could be offered for car lettered with best "collegiate" wise-cracks.

Appeal should be directed toward schools and colleges. Displays placed in places frequented by college boys and girls. Perhaps school library or cafeteria will permit cards to be displayed.

Fraternities might have their pledges make speeches about attraction on downtown corners. Ballroom might feature a "collegiate dance," attraction announced, photos of star as prizes. College glee club might appear at theatre on opening night. Perhaps college band, too. Prettiest co-ed contest might be worked out with school or college paper, with trophy for winner.

175. PARKING . . . Often very important in its effect on attendance, parking problems of patrons can sometimes be solved by securing permission for patrons to park cars on a nearby vacant lot. Should have an attendant in charge and should be kept open until an hour or so after show is over. Or, regular parking station might make theatre patrons a special price (in return for theatre publicizing the tieup) on presentation of ticket stub from theatre. Perhaps the station will have attendants ride with car to theatre, returning the car after the show.

Special parking rate could be made by garages and parking lots on one special day of each week to aid in attracting people downtown on an off night.

176. BLOW THE HORN . . . In connection with a coming musical attraction, an actual trumpet, or other valve musical instrument might be made the center of a lobby display. Copy invites patrons to "press the middle valve down" to hear hit tunes from attraction (or to see a scene from the coming show). Pressing the valve makes a contact that starts a phonograph concealed behind the display (equipped with a record repeater) which plays a recording of the musical numbers; or illuminates a scene behind an unopaqued mirror (the illustration being visible through the mirror when illuminated from behind).

177. TICKET REPLICAS . . . Heralds can resemble regular reserve seat tickets for a Broadway show. Might be die-cut, and printed to resemble a couple of tickets protruding from a small envelope. Or "tickets" can be inserted in small envelopes for distribution. Might be used to emphasize the costliness of the production . . . and that an expensive Broadway show might be seen, on the screen, at regular prices.

Or, in connection with a football attraction, "tickets" might resemble tickets to a football game (copy, when completely read, making it clear that it's an ad on theatre's attraction).

178. SPEAKING CUTOUT . . . Life-size cutout figure of a star of a coming attraction, in lobby (elevated slightly), has a speaker attached behind it, which is connected with amplification system. Announcements can be made as entering patrons arrive directly opposite it. (If a feminine star, cashier might make the announcements.) Or a phonograph might supply music, perhaps a recording of the star's voice.

179. COSMETICS . . . Window displays, for druggist or beauty shop, using attraction stills, can generally be based on cosmetics, and possibly store will buy newspaper space. Might carry copy: "(Name) Cosmetic . . . Choice of many stars of stage and screen." (No endorsement, unless authorized.)

Cosmetic company may supply sample packages to be presented to ladies attending matinee opening day. Or, placed in imprinted envelopes, distributed in advance. If items to be presented are limited, announcements should say that they will be presented "*as long as they last.*"

Might arrange to have an attractive girl demonstrate make-up in window or lobby. If in window, using amplification so that her voice might be heard. Otherwise, cards placed on an easel carry her message. Make-up expert might give advice and complexion analysis . . . mentioning theatre attraction's star as example. Star of stage show might appear in person at specified time, "waiting" on customers at cosmetic counter . . . selling authographed packages. Photo of star (stage or screen) holding or using cosmetic might be adapted to a newspaper ad, local dealer buying newspaper space, mentioning both the tieup and theatre's attraction.

Tieup might be based on the angle, "Blonde or Brunette. Which do you think the loveliest?" Using stills of both blonde and brunette stars with copy: "See both (and names) in (attraction)." Copy carries the thought that whether blonde or brunette, the beauty experts and advisors of the store will be pleased to recommend the correct cosmetics.

180. TREASURE . . . Newspaper can cooperate in arranging a "treasure hunt," each day picturing locations (in town) where the "treasure" is to be hidden . . . a major prize to be concealed at each place, together with lesser prizes.

"Treasure hunters" to report to the newspaper office on the morning of the "hunt," receiving large imprinted tags, which they wear —name of the attraction being prominently imprinted on the tags.

Early on the morning of the hunt, small cards are hidden about the different locations which have been pictured by the paper . . . the locations being guarded to prevent premature search. At each location, one of the concealed cards entitles the finder to a major prize, other cards winning tickets or other prizes. All cards to be exchanged for prizes at newspaper office, or at theatre.

Number one prize might be a gilded key which opens a treasure chest on display in lobby, which holds promoted prizes.

Contestants can be routed, the different locations being designated as "location number one," "number two," etc. Or the contestants can be permitted to select locations themselves. But they must start together (at a given signal) from newspaper office.

In addition to tickets and cash prizes, a number of tags might entitle finders to a bar of candy, or bottled drink (which might be promoted). Tags can be placed in small packages of candy when concealing them.

Attraction title that mentions money, or treasure, or items of value, might suggest the stunt.

Or a different method of staging a "treasure hunt," in tieup with a number of business places, would have cooperating newspaper announce the names of business places where "treasure slips" might be secured . . . with first so-many "hunters" making the complete rounds getting a slip from each business place to win tickets or prizes. Newspaper might publish a map of downtown section of city, with locations of business places indicated. Those engaging in the hunt could start at any point (with business places waiting until an agreed time to distribute slips). Complete sets brought to newspaper office or theatre. Newspaper would sell cooperative ads in connection with the "hunt." Might be adapted to radio. Trade-marks or slogans of places cooperating might be announced, instead of names.

Adaption of "treasure hunt" to a lobby display, might feature a large container filled with sand, in which small coins and minor prizes are buried. Patrons entitled to a single dig, with a small shovel . . . retaining any coin or prize brought up with the scoop. Display in charge of a pretty girl, who supplies the small shovels. Small "nuggets" (small rocks, gilded) might be placed in the sand, and the lucky finders to exchange them for guest tickets.

Or, "treasure chest," covered over with plastic wood, and gilded (wiping the gilt with green) might be placed in the lobby, as center of display on attraction. Inside the chest, guest tickets are placed, or promoted prizes, which go to first person opening the chest. Patrons are invited to try their keys. Attractive costumed girls distribute keys about town . . . attached tags explaining that the key might open the "treasure chest." Large quantity of miscellaneous keys, perhaps old keys, might be secured cheaply from a locksmith; and with these, several keys that fit the lock are mixed. "Chest" might be placed in cooperating store (with display on attraction), instead of in lobby.

181. TRAVELING BOX OFFICE . . . Tickets might be sold *away from the theatre,* in advance, establishing a "box office" (a display and table, with attractive girl in charge), in stores, or other downtown locations. Gives the attraction distinction and importance, even if no tickets are sold. Ads on the coming attraction might mention that tickets can be obtained at the special advance box office. Best where reserved seats are on sale.

Similarly a truck might be turned into a moving box office . . . paneling all sides, and including window in side of truck. Copy on panels sells attraction and calls attention to the fact that tickets are available in advance. Girl is inside the truck, at window; attendant, in uniform, on sidewalk when truck makes a stop. Truck might make a series of downtown stops.

"Box office" for street ticket sale (perhaps for charity show), spotted on street corner, might be made up in design as suggested by the attraction: as, in connection with a musical, in the shape of a bass fiddle, or big bass drum.

182. PIANOS . . . Piano school might supply one or several pianos and pianists to play song hits from attraction in lobby; or in store window, using amplification. Greater flash if several pianos used, and with attractive girl pianists. Or player-piano in lobby, might play hit tunes from attraction, or numbers suggested by it.

Using small piano, it might be transported to prominent corners, where pianist plays song hits from attraction. Small truck carries piano, which is lifted off, placed on sidewalk when used. Girl, in costume, might dance. Might also use a singer. Ad copy can be displayed on piano music panel, made up after style of sheet music; or girl can display banner at conclusion of her dance.

A trip to City Hall and a song number for the Mayor on steps or lawn, might be good for a newspaper flash. Especially adaptable to a stage revue, posing girls from the show for the picture. Or, instead of Mayor if he is not agreeable to the idea, some other local celeb might be used if newspaper will go for the picture.

Distributor of an electric organ (which merely uses a console and amplification unit) might permit one of the electric organs to be placed on display in theatre lobby, playing hit tunes from a coming attraction. Used out front of theatre (though protected from weather); or in lobby, playing softly; or with console in lobby, speakers in front of theatre. Might be transported to luncheon club meeting where melodies from attraction are introduced and perhaps broadcast.

183. DISGUISES . . . Drawing or photograph of star is featured in a newspaper ad, herald or program, inviting readers to "disguise" the star . . . using a pencil to draw on the disguise; with tickets for best.

Or photographs of stars might be disguised for a newspaper contest, picturing them with drawn-on beards, or helmet and goggles, or masks (or other "disguise" as suggested by the attraction). Or, star or half mask, or other design might be drawn directly across face of star. Contestants to identify stars, select their favorite, giving reasons.

Localized angle would use disguised photographs of local prominents (with their permission) on which the "disguise" has been drawn, asking contestants to identify them.

184. SEE WHO . . . Envelopes, for distribution as heralds, are imprinted: "Look in the envelope . . . See who's going to see (attraction) at (theatre)." Small mirrors, or chips of mirror, are placed inside the envelopes . . . and, of course, on opening the envelopes they see themselves.

Lobby adaption would feature a small window shade as center of a display panel . . . copy on the shade inviting patrons to raise it, and "see who we expect to have with us next week when (attraction) comes to town." Raising the shade reveals mirror and the reflected face of patron.

185. BIOGRAPHY . . . In adding selling emphasis to star of picture, life story would be splendid and often acceptable newspaper feature. Radio program might use it.

Available from press-sheet, or from publicity department of producing company.

Jumbled biography might form the basis of a contest for newspaper or radio, mixing up the biographies of several stars, so that much of the "information" is in error, with motion picture fans to correct the biographies . . . with guest tickets for first so-many correct ones submitted.

Or a series of biographies of stars might be carried, but without names, inviting readers to identify the star from the biography. On another page (to which reader of the biography is directed) star's name and a photograph, story on current attraction, is carried.

186. BLACKBOARD CARDS . . . Printed window cards, for distribution to merchants, markets, restaurants, soda fountains, are headed: "Special Today" . . . and below this space is solid black area, taking up a large portion of the card. Then, below the black space, imprint: "Special at (theatre) today," and copy on theatre's attraction. Merchant, using chalk which is handed him along with the card, can write in his own specials in the black space.

Variation is use of printed sheets, illustrated with picture of star of theatre's attraction. Blank space replaces black space and merchant uses ordinary pencil or paint in lettering in his "specials."

These sheets can be gummed at top and bottom before distribution so that merchant might easily attach them to inside of windows.

187. SWITCHBOARDS . . . In apartment houses, stores, large business places, hotels, the telephone switchboards are often very busy points. A few passes handed the operator, together with a request to mention the attraction wherever possible, will often achieve wonders in word-of-mouth advertising. Or, the operators of the boards can be invited to a special advance screening, or first showing of an attraction. Display panel might be placed near apartment house switchboards.

188. CIRCULAR . . . Display for lobby might be made in shape of circular panel, protruding from an "envelope" . . . lettered: "A gigantic 'Circular Letter' . . . to tell you about (attraction)."

Herald adaption would be imprinted on round sheets of paper, carrying copy: "A Real Circular Letter . . . calling your attention to (attraction)."

189. BARKER . . . Some pictures especially suggest the use of a sidewalk barker . . . though one might be used on any outstanding attraction.

Good spiel is arranged, and memorized by uniformed barker . . . (preferably tall and talkative), stationed on sidewalk in front of theatre, attempting to sell the picture to those passing. Amplification might be used if city authorities permit.

Barker might be costumed as suggested by the attraction, as ring-master's outfit for circus story. Attractive girl, costumed, might qualify as barker.

Or, playing to capacity business, some member of theatre staff should serve as a "barker," endeavoring to prevent walk-aways.

190. PROJECTOR, PROJECTION . . . Portable projector (can be rented; or borrowed from a Y.M.C.A. or school), might be set up in a second-story window, shooting trailers and slides on a screen across the street (or against front of theatre). The "screen" would be attached to a light frame which is tied or wired securely to front of a building. Screen could be made up by having four or more sheets sewed together; or banner company or tent and awning company might make it up. Perhaps several trailers can be secured, so that film will not have to be rewound so frequently. While film is being rewound, slides are flashed.

If projector carries sound equipment, speakers might possibly be placed behind the screen (wires carried across street, must not cross trolley or high tension wires). Or public address system might be used, placing speakers behind the screen, and accompanying flashed pictures and slides with announcements.

To add interest to slides, late news might be flashed, crediting cooperating newspaper.

The stunt is, of course, a "natural" for election night, with returns flashed, together with theatre's announcements. Or, in football season, football scores from all over the country might be flashed.

Adapted to a window, slides or trailers (from within) are flashed against the glass (which has been covered over with a sheet, or sign cloth, or with white paper). Opening in a display panel in the window should "frame" the screen . . . opening being made part of panel design, as a wide-open, laughing mouth (through which the picture is projected). If sound is used, picture must be focused into a mirror, then being reflected on screen (reversing picture so it will appear correctly from front. Or stereopticon or baloptican alone might be used, flashing slides only). Girl attendant outside window can hand out heralds. Merchant cooperation can be repaid by flashing a slide for the store.

Small slide projector, on flasher, could be so arranged that the slide is flashed on sidewalk in prominent location, with the square where it is focused being painted white.

Slides made up by house artist, or secured from exchange.

Silhouette of a figure suggested by the attraction can be flashed on a display, or on a prominently located wall; or a suggested design might be featured, as a silhouette of a grasping hand. Silhouette slide should be cut out from tin, placed in a slide holder. Title is flashed on a subsequent slide.

See also 936, 430.

191. A-BOARDS . . . Two one-sheet boards, attached back-to-back in the shape of an inverted V, can often be used for display on sidewalk in front of theatre, city authorities permitting. Also, the Navy Recruiting office generally has A-boards at post office, and in prominent locations; and if logical tieup copy can be worked out, they will permit use of their panels.

Truck display might feature 24-sheet size panels similarly constructed, one poster facing one side of the street, the other poster in view on other side. Amplification could be added to the truck's equipment, making announcements, playing song hits.

192. WRESTLING AND BOXING . . . Heralds can be distributed where athletic competitions draw crowds (heralds being assured of better reception if distributed by pretty girls). Or bally of some kind might "make" the fights.

Announcements from the ring may be arranged.

Trophy from star of attraction might be presented to winner of feature bout . . . good looking girl or local celeb making the presentation.

Tickets to wrestling or boxing matches are generally placed in a small envelopes when issued. Theatre can supply these envelopes, with ad on coming attraction (well in advance) imprinted.

Local boxing arena might use "round cards," with title of attraction on reverse side. After showing round number, card is reversed and shown.

In connection with attraction that features boxing, local athletic organization, Y.M.C.A., or gymnasium might sponsor a local amateur contest for "(star) Gloves," or a special trophy "from star." Newspaper sports page might cooperate, or even sponsor the idea.

Seconds at boxing matches might wear sweaters with attraction title lettered on back. Good looking girls, wearing lettered sweaters, could serve as "seconds" for a boxer or wrestler during a feature bout.

Street flash on an attraction that features fighting might have boxing ring arranged on large flat-bed truck . . ropes, "fighters" in boxing trunks, referee and seconds Pretty girls in sport outfits or slacks act as "seconds." Lettered banners are attached at edge of the truck, extending down over the wheels. Truck stops at prominent corners, and boxers stage a brief sparring exhibition until gong stops them. The "seconds" can distribute heralds to crowds attracted while the "fight" is in progress. As gong sounds, fighters go to their corners, seconds fan them with towels, "referee" makes announcement about theatre's attraction.

"Boxer" walking about streets in boxing outfit, gloves and all, will attract attention for a show that features boxing. Lettering on his back. (In summer, he might get away with just boxing trunks, with the copy lettered in water color directly on his back).

Soda fountains might feature an "(Attraction) Punch," described as a "knock-out."

Photographs of famous fighters could be placed on display in the lobby. Local boxing or wrestling promoter might be able to supply them, or they might be available from newspaper morgue.

Personal appearance of prominent fighter might be arranged, having him appear in lobby, meeting and greeting patrons; or introducing him from stage.

A couple of girls, in fighting togs and gloves, might circulate around town, skipping ropes. Lettering on their backs, or they might be accompanied by an usher who carries sign, "A couple of knockouts from (attraction)."

Ad should be carried on sports page of newspaper.

Maybe a couple of local dancing girls can do a "boxing" routine to dance rhythm, wearing shorts, sweaters, boxing gloves. Night spots and dance places featuring them, announce their routine as "inspired by (attraction)." Or dancers regularly appearing at a night club may be persuaded to present the boxing routine.

Window display could feature a miniature "ring" . . . with miniature figures, or dolls, in the center.

Local pugs might be invited to a screening, with their comment registered for sport page reproduction.

193. DOOR-KNOB CARDS... Without which no collection of exploitation gags would be complete: Imprinted cards . . . with hole die-cut at top so that card may be hung over door-knobs in distribution. In addition to die-cut hole, top of card, to opening, may be cut to further facilitate hanging over door-knobs.

Usually used house-to-house, or attached to door handles of parked automobiles, door-knob cards can also be distributed in tieup with dairies, attaching over tops of milk bottles left at homes. (See 339.) Or, places selling bottled beer can attach the cards over the bottles when serving.

194. ORPHANS, AGED, HOSPITALS . . . Sponsored by newspaper, arrangements may be made to show an attraction for the inmates of a Home for the Aged; or an Orphanage; or hospital (for convalescents), showing it at the institution if necessary (as at hospital); or inmates can be transported to theatre. Stage show entertainers could be taken to the different institutions.

If the inmates are to be brought to theatre (orphans would be), perhaps members of a civic club, or a bus or taxi company, will supply the necessary transportation. If bus is used, it might carry banners: "We're on our way to (theatre) to see (attraction)."

Entertainment provided must necessarily be of a type that the inmates would enjoy, and an attraction of which the authorities would definitely approve.

Perhaps some oldster in a group will have never seen a motion picture; and his reactions ought to be good for a newspaper yarn.

Value of the stunt to the theatre, aside from good will, depends largely on the publicity the newspapers give it, and newspaper cooperation should be arranged in advance.

195. SLOGAN . . . All business places generally feature "slogans." With cooperation of newspaper advertising department, a *double-run* cooperating page of advertising could be arranged, carrying a number of merchants' ads, but omitting the names of the business places, merely carrying their slogans. Contestants are to identify the places by their slogans, submitting their answers to paper, with first so-many correct entries winning guest tickets. Later, the same page is repeated, but with the names of the business places added. Catch-line at top of page ties in theatre attraction, and space in center of page, at top, carries copy on the attraction, and describes the "contest."

Or tieup with radio station or program, or newspaper, can offer guest tickets for best submitted "slogan" suggested by attraction or star. This angle might be included in theatre space on newspaper cooperative page.

196. NOISE . . . Card herald might be imprinted: "We don't need this (allow space for a small fire-cracker to be attached with glue) to make a big noise for (and into copy on attraction)." Especially effective around patriotic holidays, or if attraction suggests noise.

Lad beating a drum might stroll about downtown sections . . . drum being lettered: "I'm making a big noise for (attraction)."

197. SWIM CONTEST . . . Arranged with the cooperation of a swimming pool, Y.M.C.A., or beach, winners of a swimming or diving contest may be presented with tickets, bathing suits or trophies. Swimming meet might be arranged with sponsorship of A.A.U. or local athletic association, or sponsored by newspaper.

Perhaps pool will buy newspaper space, sport pages should carry stories. Display panels can be placed at pool in advance, and announcements made.

Made a feature of bathing girl contest at the pool might be featured in addition to the swimming contests. Or winners of swimming contests might be introduced as highlight of a bathing girl revue or contest at stage.

With an attraction that features swimming, or a swim star, an "aquatic queen" might be selected.

198. CONFIDENTIAL . . . Reverse English on a campaign, pretending to be asking them to help keep a secret.

Street ballys,the bigger and noisier and flashier the better (as suggested by the attraction), are bannered with "hush" copy, as: "Shhhh! (Name of attraction) is coming!"

Or: "Don't tell a soul . . . but (attraction) is coming to (theatre)." Etc.

The same angle is also applied to window displays, heralds, trailers, and other advertising, including newspaper ads.

Entire campaign could be built about the idea, or a single stunt might be used.

199. FUNNY DIALOGUE, CAPTIONS . . . Newspaper contest offers prize for the best suggested dialogue submitted to accompany a scene from theatre's attraction which is shown. Extended over several days, a different scene would be carried each day. Lines would be placed under the illustrations, where the suggested dialogue is to be written in; or "balloons," such as comic strips use could be provided, where contestants might write in their suggested dialogue (if mats are used in reproducing the scene, the "balloons" would be routed out of the castings). First line of dialogue could be provided, with contestants to submit answers. Might be required that the submitted answer-line rhyme with the given first line.

Might require answers to be "wise-cracks," or "gag-lines." Or, contest may be based on best jokes or stories submitted as suggested dialogue; or, the oldest gag, or the best gag of the week. Contest might be described as a search for a joke funny enough to submit to the star for possible radio use.

Or caption above a scene from attraction could be omitted, with contestants invited to write a caption (for each of several scenes carried on successive days). If attraction title is brief, or single word, it might be required that title be included in submitted captions.

Contest can be adapted to a lobby display, asking for dialogue or a caption for a displayed photograph enlargement.

200. R.O.T.C. . . . Cooperation with military organizations in schools and colleges can prove of value. Tickets can be awarded winners in competitive drills, or inspection (with pretty girls presenting the tickets at inspection). Presentation will cause much discussion around the school. School may permit announcements in classes, or cards on bulletin boards; and cooperation might prove an investment, too, at a time when a band, or drill-squad, or military escort, is needed.

201. AERIAL HERALDS . . . Arrangements made to have a plane drop a number of miniature parachutes over the city. Cooperating stores and business places buy newspaper space (possibly a cooperative page) publicizing the event. Guest tickets are attached to the miniature 'chutes, with the compliments of the cooperating stores. Or, a card can be attached, which is good for other major prize, in addition to the tickets, if brought to an indicated business place. Store's newspaper ads or radio announcements can be headed: "Watch the Skies . . . a Shower of tickets to see (attraction)."

Ready made miniature parachutes can be bought; or they may be made up from large handkerchiefs, attached at the corners (using short lengths of string) to a light metal washer. The 'chutes should be tried out before using, dropping them from a building, to make certain that the washer is the correct weight, and that the parachute will not descend too rapidly.

Heralds can be similarly handled, in tieup with a store, dropping them from a plane over the city. Some of the heralds good for admission to see theatre's attraction, if stamped with store or theatre stamp . . . copy on herald, and in store's newspaper ads calling attention to this fact.

202. LARGE POST CARD TO STAR . . . Gigantic over-size postcard . . . made after style of regular card . . . addressed to star of a coming attraction . . . copy lettered in "message" side (at top), to the effect that the signers are (star) fans, and intend witnessing the star's new picture when it comes to (theatre). "Card" could be made up in shape or design suggested by the attraction, as in the shape of a heart.

Card is taken about town, into stores and public places, where all are invited to sign it, . . . being carried about by costumed girls, or by messenger boys.

In evening, the card is placed on display in theatre lobby, in charge of attendant who invites patrons to add their signatures. Photograph of star might be presented those signing the "card."

Naturally, signers will first read the message, acquainting themselves with the fact that the picture will soon be shown.

Card might even be sent to the studios . . . where the publicity department, if requested, might photograph the star of the picture together with the card . . . returning the photo for the local newspaper. And another newspaper photo, prior to this, may be secured by posing a pretty girl on the postoffice steps, "mailing" the card. If card is sent to the studio, stamps to carry it may be attached to the card directly. Or card might be made up by attaching paper to compoboard panel . . . the paper to be removed (after the signatures are secured), and sent in mailing tube . . . and asking studio to restretch it, cardlike, on another piece of board, before photographing.

Stamp space on card could be covered with over-size outline of a stamp . . . possibly using star's likeness (press-sheet cover will often serve the purpose; or a still may be used).

203. WAITING . . . Man, or girl, is stationed in front of theatre or in lobby, or atop canopy, in advance of coming attraction, appearing, perhaps, as center of a display on the show. Panel carries copy, "I'm waiting for (coming attraction). I want to be the first to see it when it comes to (theatre)."

Stooge used for the stunt should be seated in a comfortable chair. A miniature billboard or display panel can be constructed, with opening left in the panel, through which the "waiter" is visible, his chair being slightly elevated. Perhaps arrangements can be made to have meals served the "waiter" in front of the theatre. Newspapers might go for a story on the stunt. Columnists can use it for humorous copy in their columns.

Another angle would have girls taking folding chairs about town, seating themselves for a few minutes on prominent corners . . . the back of the chairs lettered: "I'm waiting for (star) in (attraction), coming to (theatre)."

Bench might be lettered: "Reserved for those waiting to see (attraction)," and placed in lobby or in front of theatre, in advance of showing.

204. WHISTLES . . . As the "signal" that an attraction has officially opened at theatre, all manufacturing plants within "hearing distance" of city might agree to sound their whistles. Or, the arrival in city of star of theatre attraction might be the signal for the sounding of the whistle-blasts. Railroads, boats, might also cooperate. Chamber of Commerce can cooperate in arranging for the whistle-salute.

205. SCHEDULES . . . Starting times of shows are important to patrons, and should be displayed out front. Cashiers, and others who are required to answer questions of patrons as to starting times of shows, must be supplied with correct schedules. Sound technician can connect a miniature speaker (from terminal of speaker panel backstage) into cashier's booth so that she can be constantly in touch with screen and consequently answering questions correctly. Typewritten, framed schedules should be placed in all rest rooms and lounges, in addition to box office, office, door. Next attraction should be listed too.

Panels for display in front of theatre, headed "Next Show Starts," can feature a clock dial, with hands that can be moved to indicate the time next show is scheduled to begin. Space can be provided for card bearing attraction title. Clock "Schedule" might be attached to a panel; or placed directly in front of box office; or, larger, it might be displayed atop marquee. (*See Photos.*)

Or two small clocks might be displayed in window of box office . . . one of them set at correct time, the other set later to the number of minutes that the show requires. Above first clock is lettered, "Entering now . . ."; and above second clock is copy, "You'll be out at . . .". Thus, second clock always indicates exact time a patron entering theatre will be coming out.

Highlights of an attraction could be made the basis of a herald, or front display, that copies style of a time-table . . . listing events in the show that are especially notable or exciting, and the times that these events will appear. Adventure dramas, or travel stories, or story of jungle exploration might suggest an adaption. Or humorous highlights could be listed in their scheduled sequence in connection with a romantic comedy. Heading would read, "Time-table . . . of the most exciting trip you ever experienced (and into copy on attraction)"; or, "The funniest (or 'most amusing') events you ever witnessed . . . ". Or time-table of songs in a musical might be featured. Predominate space is given attraction copy.

Newspaper, as a service to their readers, should be sold on the idea of carrying daily a small box, always on the same page and in smallest type, that lists starting times of shows at all theatres.

206. QUESTIONS AND ANSWERS . . . Contest based on previous attractions in which star, or stars, have appeared, would feature each day, for several days, a scene from the previous attractions, with an accompanying list of questions about the show. Scene from current attraction can be included; and copy on current attraction is carried in all stories. Newspaper might handle the contest after the manner of a high school "review," writing their stories in that style.

"True and False" angle for a newspaper contest would feature an illustration from theatre's attraction, with a number of statements about stars and attraction accompanying it. Some of the statements are correct, others are not. Contestants are to determine which are right, which are wrong. Additionally, they might be required to "title" the scenes carried by newspaper, or to submit song-titles that the scenes suggest.

Or, questions and answers angle, can list a number of questions about the attraction, together with (but not in correct order) the answers. Contestants to correctly assemble questions and accompanying answers.

Newspaper could feature a "Movie Query," listing ten questions about the attraction (accompanying story with illustration from attraction). Correct answers would be listed on another page, with no prizes offered, readers merely checking the questions for their own information and amusement.

Contest (for newspaper, radio), may be based on answers to a question that an attraction may suggest.

207. TELEPHONE CARDS . . . Small cards placed in telephone booths can call attention to "hot number" (song or dance) in attraction.

Cards are attached to booth walls; or cards, having die-cut opening, can be attached over telephone mouthpiece.

Or, larger cards, to be attached to telephones, can carry a list of often called numbers, with theatre's number prominently listed, and blanks for others. Ad for theatre at bottom of card, with space devoted to a coming attraction. Cards might be placed in homes, offices, stores, and in telephone booths.

Cards can be made up with a detachable card attached, which is addressed to theatre on reverse side. Imprinted copy advises that theatre will call each week and notify of program changes, if person receiving the card will add name and telephone number, sending card to theatre. Ordinarily the number of takers will be limited, and cashier can make the calls. (Or program can be mailed.)

Small stickers, distributed to homes, can carry copy: "Attach this sticker near your phone . . . or to your telephone book." Lists emergency numbers, and carries space for numbers to be written in; and listing theatre's number, carries copy: "Call this number for Entertainment Information."

208. ROAD SHOWS . . . Touring stage shows that feature advanced prices and advance ticket sales, may suggest methods for use in connection with a special screen attraction.

Advance ticket sale, at box office, and perhaps at a special booth in a prominently located store, might be begun a week or several days before the attraction arrives. Agencies in drug stores, hotels, libraries, can sell the tickets. Agencies may be established in neighboring towns.

"Road-show" type display for lobby should feature attraction billing, and photographs, framed and attached to a large easel panel. Or, made in several sections, the panels might be connected together with pin-hinges, standing upright without the necessity of an easel back. Additional to use at theatre, the panel can be placed in hotel lobby, or in a store.

Advance news breaks in papers are generally accorded a road-show attraction, using a good many illustrations. Road-show newspaper advertising, too, generally breaks well in advance with a sock ad, then graduating down to smaller space.

Reserved seats might be sold, at least for opening night.

209. EXPERIENCES . . . Person who has experienced adventures similar to those portrayed in theatre's attraction might be located, relating his experiences for newspaper interview and story, or for radio broadcast; or appearing on stage of theatre. Or, newspaper ad might carry his picture and quote him with reference to theatre's attraction.

Newspaper (or radio) contest could be based on experiences of contestants similar to those portrayed in, or suggested by, the attraction. Contest, as inspired by the attraction, might be based on most "thrilling," "horrifying," or, "embarrassing" experience; or "funniest adventure." Contestants should write brief essays (limited to 300 words or less) on their adventures. Art from attraction to be used in illustrating the contest for newspaper.

210. COAT OF ARMS . . . Contest, for radio or newspaper, can be based on drawing of a coat of arms, the design to suggest or identify the star of theatre's attraction. A different player might be described each day—or newspaper would carry photographs of the stars, with contestants to create a coat-of-arms for each of them. For newspaper use, a drawing of a shield, in blank, might be reproduced, with contestants to draw in their suggested designs.

Reverse angle for coat-of-arms contest would have newspaper reproducing a completed shield each day, which includes in its design sketches of items or activities that are identified with the star it is supposed to represent. Contestants to correctly identify the several stars. Photo of star of attraction could be carried, describing the shields as his designs for suggested coat-of-arms for other players in the coming show. Contestants would suggest a design for the star.

Occasionally a comedy "coat-of-arms" might be effectively adapted to front display.

Music stands, masking pieces, used in connection with a stage show, might also be made up after the fashion of shields, with the design suggested by the attraction.

211. AMATEUR REVIEWERS . . . Guest tickets may be offered, for best amateur review of the attraction. Used as a newspaper contest, the paper's regular reviewer, or critic, might sponsor the contest and handle it under his by-line . . . illustrating with art from the attraction. Could be required that reviews be in rhyme. Or in the typical style that Variety Magazine employs in reviewing shows. School paper might sponsor the stunt, appealing to embryo critics among the students. Winning review should be reproduced in paper. Can be displayed in store window or lobby.

212. PENCILS . . . Secured in quantity, from a manufacturer, pencils for distribution can be imprinted, "Make a Note Now . . . to See (attraction and cast)." Or, "Jot it Down . . . (attraction) is coming to (theatre)." Or small dance program pencils could be used with attached tag carrying imprinted copy. Should be distributed well in advance to offices, schools, stores, business places.

213. AD-WRITING CONTEST . . . Prize offered, in tieup with newspaper, for the best newspaper ad submitted on a coming attraction . . . using copy and illustrations which are carried in space allotted by the paper, or in regular theatre ads. Stores may cooperate, each carrying an illustration from the attraction in their ads (selecting a scene that appropriately illustrates their copy). Winning ad might be used in theatre's regular display space, or placed on display in newspaper office or theatre lobby.

Or, contestants might prepare and submit suggested announcement for radio.

Contest could be conducted with school cooperation, supplying press-books for students to work from.

"Gag-ads" might be basis of newspaper contest, with contestants invited to take any regular display ad appearing in the paper, and to reconstruct same as star of theatre's attraction (and most appropriately a comedian) might have written it. Angle appealing to newspapers, is that readers' interest is especially directed to all ads in the paper.

214. RAIN . . . When rain begins, boys in raincoats might go about downtown section closing the windows of parked cars . . . and leaving cards on steering wheel, or in car, which carry the copy: "It started to Rain . . . so we took the liberty of closing your car windows for you. Just another (theatre) service." Underline calls attention to coming theatre attraction. Boys carry umbrellas, on which attraction copy is lettered in oil.

Through contacts in schools, arrangements could be made to letter (in oil) a permanent theatre ad on the back of slickers and capes worn by the school kids, possibly in exchange for several complimentary tickets to each kid. Enough of these and a rainy day causes the streets to be crowded with ads for the theatre.

Umbrella service may be made a feature of the theatre service. Umbrellas loaned (with a deposit on same), in case of rain.

Amateur weather prophets might be invited to attempt to forecast the weather, or to name the date of the next rain, in newspaper or radio contest, with tickets for those nearest correct.

Display panel, featuring rain scene, could have speaker concealed behind it, with recordings of rain and wind sounds played through the amplification system, announcements cut in.

With rain important to story or title, radio station might broadcast program of rain numbers, dedicated to attraction; or orchestra plays a series of numbers that deal with rain, as "Rain," "April Showers," etc.

215. HOT NEWS . . . Display panel in lobby is actually burned on edges (after it has been painted, so that charred edges show), and is lettered: "Here's Hot News . . . So Hot it burned this panel! . . . Through this Opening . . . Read! . . ." Arrow points to an opening in the panel . . . and looking through the opening, a panel carrying copy on the coming attraction is seen, together with an illustration or a full-length figure of a feminine star. Copy and illustration is flooded with red light, and small red gelatined spotlight might direct red rays (from behind the panel) toward opening in the panel.

Heralds, or cards for distribution, could be imprinted: "Red Hot News!" or "Here's Hot News!" And copy on the attraction. Edges of the heralds are burned, with a blowtorch or using candles (and keeping a bucket of water handy during the process).

216. WELCOME . . . Merchants can cooperate in "welcoming" a star or an attraction to town, carrying "welcome" copy in ads and perhaps a picture of the star. Similarly, stores can feature window displays which carry illustrations from the attraction, together with welcome copy. Imprinted "welcome" streamers can be attached to windows of all business places early in the morning (gummed paper attached at corners holds streamers).

Personal appearance of a star, or arrival of stage show, should be greeted with a band, and perhaps a "glee club," and an ROTC "guard of honor," and a special welcoming committee (perhaps arranged through cooperation of a luncheon club), and a parade to theatre. (See 434.)

Newspaper or radio might offer guest tickets for best "greetings" submitted.

Cards possibly in shape of shields, imprinted with welcome copy, might be attached to light poles up and down main street. Street flags might be used in connection with them; or, at least, the use of the flags should be secured for the block in which the theatre is located. (See 593.)

Opening of a theatre might be made an occasion for a "welcome" campaign.

New arrivals in city might be "welcomed" to town, with a mailing card or letter being sent them. (See 314.)

217. GANGSTERS, OUTLAWS, CRIMINALS . . . Reward dodgers, printed after style of regular reward notification slips might be effectively used in connection with attraction where character portrayed is an elusive one, or hunted.

Copy headed (large) "$5,000 reward (and, in smaller type) for (attraction title)." Then photo of star. Under photo, copy on the picture and theatre and play dates. Copy makes it clear that it all refers to a drama, large top catch line serving to arrest attention.

As a prelude to the trailer, several blank shots off-stage might be fired into a barrel, siren might be sounded . . . and trailer hits the screen.

Newspapers carrying headlines that refer to actual activities of criminals might be used as background for display.

Valueless auto might be secured for a few dollars from junk or old car dealer and adapted to front flash on gangster or outlaw story by shooting it full of bullet holes.

Comedy twist on gangster yarn might be stationing of booth in lobby where gangster might check their guns.

Display of lethal weapons taken from gangsters might be secured from police for lobby or window (and attaching securely or placing in charge of an attendant). Pictures of gangsters might be secured (possibly from newspaper morgue). Used for display, perhaps asking patrons if they remember them; or attaching names instead. Officer with tough looking customer handcuffed to him, ought to attract attention on sidewalks. Signs on their backs. If attraction shows and emphasizes the penalties of crime, as most of them do, a friendly judge might order certain prisoners to be taken to theatre to see it. Or it might be screened in jail.

Police cooperation should be secured (See "Police").

218. NATIONAL TIEUPS . . . Arranged in advance, national tieups made by producers of motion pictures with leading manufacturing concerns, offer a ready-made opportunity for window displays, newspaper ads, and assuring whole-hearted cooperation ordinarily not so easy to obtain.

Local stores handling the articles, in installing window displays, will also use display material on the attraction. And perhaps a local distributor can arrange for a number of local dealers to install full window displays.

Illustrations are generally available, showing star with the article manufactured by the company with whom the tieup is made; and these stills might be used to illustrate newspaper ads that the store buys, or for display in windows.

Perhaps manufacturer is carrying a national ad at about the time the attraction is to be shown locally, using scenes from the attraction or photograph of the star of the show, as illustration. Theatre might buy a small streamer ad underneath, or nearby, which makes it clear that the attraction will play the theatre; or the manufacturer's ad might be placed on theatre page or directly across from the page on which theatre's ad is run.

If local distributor of the article has a radio program, they may include mention of the star and the attraction in his program.

219. DEAD-PAN . . . Panel set up in prominently located window features an opening sufficiently large to frame the face of a man who stands or sits behind the panel. Copy on the panel, (most of which is devoted to theatre attraction, offers guest tickets to see attraction to anyone who can make the man laugh (he might be billed as "Sober Sam," or something similar) . . . and obviously he must be able to control his inclinations to laugh. Used in connection with a comedy attraction, panel copy advises that this long-faced person actually laughed out loud when he witnessed the show. Window amplification could be used, with the microphone so placed that the man (or possibly a girl) would be able to speak to those whose attention is attracted, talking in a slow mournful voice.

Or a "dead-pan" individual, with his face whitened to aid in drawing attention, and with very mournful countenance, walking through downtown section, perhaps handing heralds, carries sign on his back, "I'm all laughed out . . . after seeing (attraction)."

220. BUMPER CARDS . . . With wording brief and title large, bumper cards should be imprinted or processed on good heavy grade of cardboard. Should be punched in at least three places, top and bottom so that they might be attached to automobile bumpers with string. Grommets can be used, but are not necessary, if the string inserted through the punched holes is also taken once competely over face of the card before being tied in rear of the bumper. Often bumper cards might be used to crash parades (other than theatre parades), placing the cards on bumpers of cars in the line of march.

Narrow imprinted or lettered (on both sides) cards can be attached in an upright position down the center of automobile hoods.

221. WINTER, RADIATOR CARDS . . . Cards, imprinted with theatre ad, designed to cover over lower half of radiators, and to be inserted in edges of radiator coverings on automobiles, covering lower part of radiator and affording protection to car in cold weather. Can be made to fit certain more common kinds of cars, or of sufficient width that they might be cut to right width for any car.

222. "NUTTYWOOD OPENING" . . . Travesty on the usual Hollywood opening. Especially adaptable to farce comedy with stars of "nut" type.

Use comedy radio announcer, comedy celebrities, arriving in broken down cars. Mugs in trick get ups, large shoes, etc. Cars with doors falling off and trick paint jobs. Reception committee (if used in selling stage act, the comedians themselves serve) rushing all arrivals to the "mike." Comedy band and clowning leader.

This stunt, as successful travesty, even more difficult than a straight Hollywood premier, but good for a lot of laughs and sure to create a lot of comment if the talent is available.

223. PEEP-SHOW DISPLAY . . . Any idle store window or a lobby display panel might be utilized for this gag.

Window is whitened (inside) with bon ami or window whitener, leaving openings, "peep-holes," at eye-level. Or beaver-board display might be made up to completely cover window, appropriately lettered, directing attention to the small openings.

Curiosity-teasing catch-lines are used, as: "Warning! Don't Look in this Window! Remember What Curiosity Did!" or: "Revealing a New Thrill" . . . or: "Not to be read by Inquisitive People;" . . . or: "Men Only;" or any catch-line designed to whet curiosity.

Inside the window or behind the display panel is an attractive display on the attraction. Or a display of stills at eye-level, with the stills animated so that they turn, or change. Or if the window is prominent enough to justify, a girl, attractively costumed, might be used in the window changing display cards which are placed on an easel.

The lettered catch-line might read: "For Good Looking Ladies Only." And inside window at eye-level is placed a mirror, lettered with attraction copy. Or a costume might be painted on the inside of the window, so that face of person peering in the window is reflected above the costume in a mirror within the window. Any lettering to be reflected in mirror to be in reverse so that it will read correctly. (See 672).

224. MYSTERY LAMP . . . Light globe, placed atop small panel of glass, and not connected with light socket or (apparently) with any wires, continues, nevertheless to radiate light. Panel of glass should be slightly elevated.

Used to draw attention to a display on an attraction, display card is lettered, "(star's) AMAZING MYSTERY LIGHT (following with attraction copy.)" Or, "Is it radio-controlled? The Amazing Mystery Globe . . . lighting your way to see (attraction and theatre)." Or similar copy.

Operation of globe is simple. Tiny enamel covered wires, the smallest made, are soldered to the base of the lamp and to the center connection, and extend off the glass panel, the wires being glued to the edge of the glass, and extending out of sight where they connect with wire extension. Adaptable only to window display, the light should be turned off before anyone is permitted in the window or to approach the light, since the wires, however fine, are still exposed, and might shock.

Similar is light globe suspended in a window by a shoe-string. Fine enameled wires merely run down the center of the shoe-string, and are attached with a drop of solder to the light globe center, and to the base where the shoe string is tied about it.

Another method would show globe placed in a flower pot, with screw-in part of globe upended toward a light extension and socket that is suspended above the globe, though not connected. Though obviously separated from the connection the light globe is burning. Actually, wires leads through bottom of the flower pot, connecting with a socket into which the globe is screwed,—the screw-in part in view above being merely glued on, a part from another globe neatly attached to the globe. Globe must be frosted and half buried in the flower pot. (*See Diagrams.*)

225. WORD BUILDING . . . Newspaper, radio or lobby contest based on construction of words, with tickets going to those making longest list of words, or to first so-many lists of over 50 words received, using the letters in the attraction title or star's name; any length words, just so the letters used are selected from those in title or star's name.

If used in lobby, a table with a good looking girl in charge, is made part of the display. Copy on panel offers tickets to those making up longest list of words in three minutes.

Contest could be included in store's newspaper ad or sponsored radio program.

Another angle, would be requirement that contestants take part of title, or word in title, adding other letters to form words . . . as taking the letters "ove" from "Love" and building words which include the letters "ove."

226. HAIR . . . Blonde, brunette, titian, whatever shade is suggested by the attraction title or theme, or featured by the star, might be made the basis of several stunts:

In tieup with newspaper or radio station, admit free on opening day, the first 25 girls in line having hair of the proper shade. For a newspaper story or broadcast, a man might be placed in the line costumed as woman and with proper colored wig . . . police to remove him from the line and pull off his wig just before girls waiting in line are admitted to theatre.

Arrangements might be made to have reporter present. Also newspaper might go for a picture of the local girls. If tieup isn't set with newspaper or radio station, theatre ads can call attention to the stunt . . . or tieup with drug store or beauty shop might be set, with store or beauty shop using newspaper space to invite the girls.

Beauty contest or bathing girl contest for girls with proper colored hair might be staged (in advance). Either in tieup with beauty shop, or in actual contest on stage of theatre, or in front of theatre on opening night. Held on stage, it should be immediately followed with a trailer on the attraction. Or a contest might be set with newspaper or radio station, basing it on photographs submitted by the girls.

Beauty shop featuring a permanent wave named after the attraction or its star, might use a window display on the attraction, as the center of which, good looking girls model hair dress during rush hours. Panel display features a circular opening in the center, where girls' heads appear as they model. Back of the girls (and back of the opening) is a mirror. Modeling behind the opening, only girls' heads and shoulders will be visible. Or, beauty shop window panel might feature two openings instead of one, using two girls, and with copy along "Blond or Brunette" lines . . . using as models a blonde and a brunette. Beauty shop might buy newspaper space on a permanent wave named after the attraction. Using a photograph of star for illustration, beauty shop could advertise "We'll fix your hair like (star's)." Combined, might be an offer of guest tickets for girls most nearly resembling the star or stars of the attraction.

An open car can serve as a street bally, with girl in rear seat (proper shade hair), neat cards or banner on sides of car. Opening day of attraction might be featured by parade of cars (in tieup with automobile dealer), all cars driven by, or carrying girls with hair of color suggested by the attraction.

Girl ushers or cashiers could wear wigs of the proper shade the week in advance, and ribbons bearing the attraction title.

Attractively costumed girls, having hair of other colors than that featured in attraction, might "picket" the theatre opening day, with placards claiming that the attraction is "Unfair to Brunettes (or whatever color hair is opposite to that publicized in the attraction)."

Strands of hair (of proper shade) might be enclosed in letters sent the mailing list . . . letters being along "personal" lines, (but mentioning attraction).

Reactions of local celebs or athletes to blonde beauty (or whatever shade) might be made the basis of a newspaper story, using an attractive girl and an M.D., checking the resultant pulse count (to a hand-clasp or a kiss). A sphygmometer might be secured for this purpose. Local football or baseball players might be pressed into service for this "test," which should be staged on opening day in front of theatre. Possibly the "test" might be broadcast. Newspapers should go for a picture of the "test." Girls with other shades of hair could also be used for comparison (with girl with right colored hair naturally registering heaviest).

227. HOUSE TO HOUSE CANVASS . . . Here is a campaign that will require several weeks and the services of an intelligent, personable woman . . . a campaign designed to win new patrons and please regulars.

Woman, as "theatre hostess," calls at home, visiting with housewives. Listing name and address, telephone number, on a card, she also records preferences, whether they attend the theatre or not (and if not, why not). She presents the housewife with a couple of guest tickets to see a coming attraction at theatre.

An index of these cards offers a live mailing list of potential patrons, presenting also a guide as to preferences of theatre's patrons. Since attending the theatre, like going to a ball game, or anything else, is largely habit, the passes issued should prove an investment, tending to win new patrons (bringing them in once, with subsequent visits "on their own" made more probable). And the goodwill of those visited should be the natural reaction of this friendly and personal contact and acquaintance with a representative of the theatre.

Working from a map of the city which is marked off, woman should systematically work street after street. She must necessarily be a person of personality, good breeding and education, who is able to talk and to sell.

Or, working several hours each day, some regular employee of the theatre might make the canvass.

Using short wave, in tieup with radio station, the house-to-house canvass might be broadcast direct from the homes, making arrangements with persons to be interviewed in advance, however, by telephone.

228. CLASSIFIED ADS . . . Effective use of classified newspaper ads aside from contest and tieups, might be occasionally suggested by an attraction theme or title. Or, theatre might advertise for items similar to those featured in attraction, for display purposes in advance of showing. Or for costumes similar to those used (as for costumes of a bygone day). Securing the costumes desired, classifieds later carry an ad for girls to wear the costumes. (Girls being used in window or on street, either on float or walking and carrying lettered parasols).

Occasionally effective ads can be scattered through all classifications on the classified page, such as ads selling Christmas "script" books.

Where an unusual item has already been secured for exploitation purposes, or an unusual person (as someone with qualifications rare in locality), an ad might be placed on classified page of paper for a single day, advertising for such article or person (with knowledge of newspaper), and "testimonial" letter sent paper on "results" of the ad might be reproduced by paper in their columns, or resulting in a story. (See "Newspaper Classified").

229. BASEBALL . . . Baseball games, attracting large crowds, might be invaded with many types of advertising. Ordinary bally stunts might include the ball park, and . . .

Arrangements might be made to have a 24-sheet posted on one of the fences in view of the crowds, during, or just before the game. Announcements might be made at the game. Game could be dedicated to star of theatre attraction, with star (in person, if stage) personally throwing the first ball. Or a "proxy" for star (good looking girl, preferably), if in connection with screen attraction.

Peanuts, sold at every ball game, offer an excellent means of reaching the fans . . . attaching small imprinted stickers to the sacks of peanuts, or rubber stamping the sacks. In tieup with radio station, arrangements might be made to broadcast the games, with frequent plugs for theatre's attraction cut in. A comedy "wind-up" contest for kids can be staged with tickets for the funniest wind-up.

"Dynamite" stunt . . . arranging with ball park officials to have large box, labeled in large letters "Dynamite," carried on field just before game starts. Local celeb set to open box, or prominent and pretty girl. As box is opened, black oil-cloth on which word "dynamite" is lettered is removed . . . revealing copy, "Baseball Dynamite . . . compliments of (star's name and attraction copy)," and "Beat (opposition team)." And box contains flock of baseball bats, which are then distributed to home team. Photo of presentation, or opening of box ought to be good for sports page flash.

Comedy baseball players, in comedy baseball get-ups, might entertain the crowds before the game starts on the side lines, after the Nick Altrock fashion. Much clowning (as pretending, seated on ground, to be driving an automobile), and comedy baseball playing (perhaps using basketball, painted to resemble baseball); and as a conclusion they unroll large attraction-lettered banner. And instead of baseball players they might be costumed as suggested by theatre attraction, or made up as clowns. However, their routine of comedy stunts should be set and rehearsed and planned in advance.

Invite players to witness theatre's attraction as guests of theatre and newspaper, possibly introducing them from stage, with the newspaper going along for a sports page story on the event. Set if possible for opening night of feature. Especially effective if attraction deals with baseball. Bally man, on downtown streets, dressed as baseball player and with sign on his back, can draw added attention with a baseball which he throws against windows, after "winding up" . . . the "baseball" being made of cotton batting. Or a girl in baseball costume can carry a giant lettered papier mache baseball bat around town. Big league baseballs or bats will make great prizes for kids in any contest that might be conducted.

Tickets might be offered, through newspaper or radio station, to first persons picking correct lineup of players that start game; or first local player getting a hit. Should be limited as to number of tickets; and attraction should be mentioned in all announcements.

With cooperation of newspaper, or radio station broadcasting the games, a pair of guest tickets might be offered to any home town player hitting a home run; might be just for one game, or made a standing offer, if newspaper, sponsoring the stunt, or radio station, will mention theatre's attraction whenever a home run occurs. Might even be possible to put theatre's ad on the score board.

230. DEBUTANTES . . . List of season's debs can be obtained from society editor of newspaper, and in connection with opening night of attraction, formal invitations might be sent them, special seats reserved, the event announced in society columns of paper. And maybe society editor will go for photo layout of debs attending.

Where photographs of some stunt are made for newspaper reproduction, if a couple of debutantes can be prevailed upon to pose, the papers will be inclined to give the photographs better consideration. Might pose them with stage show star for a society page flash.

231. TRAINED ANIMALS . . . Occasionally available at a time when attraction suggests use of same. Trained horse, with rider in costume, might be ridden about town, showing tricks in front of theatre. Or to City Hall, there to deliver an invitation to the Mayor (if permitted, the driver riding the horse up the steps and into City Hall).

Attractions occasionally suggest use of other animals . . . and tieup copy might be used to make appropriate the use of trained animals where they might be available and the attraction does not directly suggest.

232. LETTERED HILLSIDE . . . Where some area, hillside or mountain, or river bank is especially visible to downtown section, or to large number of potential customers, name of attraction might be effectively "painted," using lime and water, and applying with a mop or broom. Letters should be high and wide enough to be effective, and carefully laid out. Electric lights might outline letters for a night flash.

233. DUPLICATE ACTION . . . Story might portray action or incident that can be duplicated or reenacted locally, with newspaper cooperation, and consequent stories.

234. ROLLER CHAIRS . . . Similar to those used at beaches on boardwalks, at fairs, wheel chairs might be pushed about town by husky lads . . . the chairs being placarded, "Hop in and Ride to (theatre), see (attraction)." Or, girls or couple, as suggested by the attraction, might ride in the chair, with banners carrying appropriate copy. Or girl, riding along in chair, could be busily engaged in reading a large book, on the cover of which the title of the attraction and theatre copy is inscribed. Or a cutout, lifesize figure of star of attraction cut from a poster, might "ride" in the chair.

Similarly jinrikishas might be secured, or built up using bicycle wheels . . . pulled about town by lad wearing coolie hat, lettered banners or cards attached to the vehicle.

If attraction features song hits, a portable phonograph can be carried along, and recordings of hit songs played.

235. **TOY TRAINS . . .** The public never tires of watching toy trains in operation, consequently they might often be used to excellent advantage to attract attention to a window or lobby display.

Miniature display, as a miniature airport and model planes set up in a window, could be encircled by track, with miniature train constantly circling about. Similarly, the toy train might be consistently added to many display panels, windows, lobbies.

Lettered card, or miniature banner, should be attached to sides of cars drawn by train, carrying copy of theatre's attraction.

And, if there is sufficient space behind display to line up as much track as there is out front of the panel, a novel touch might be given the display, by having train, at rear of the panel, curve into an opening which is made to resemble a tunnel . . . and then out of another opening at other side of display panel which is also made to resemble tunnel. Copy on panel, with arrow pointing to both tunnel openings, reads: "Watch the train change signs." In operation, the effect is that of train going into one "tunnel" opening, emerging immediately from other opening, with the sign on side of cars being changed (star's name might be shown before train enters tunnel, attraction title when it merges). Actually two trains are used: when train enters tunnel opening, instead of emerging immediately, it circles on extension track behind the display panel, and other train, running in same direction, bearing the other sign, emerges. Track behind the panel should be sufficiently long to detain the train behind the display until other train is out of vision of spectators. Entrance to tunnels should appear to curve, to offset any suspicion that track does not curve immediately to other opening. Trains will operate satisfactorily, running continuously and practically automatic, but an attendant should be stationed behind the display to make certain that both trains do not come into view out front simultaneously.

Another tunnel angle, has track so arranged that, after entering "tunnel" (or going behind display panel, through opening in same which is made to resemble a tunnel), train in heading for the other opening is made to angle slightly (track layout) so that headlight on train strikes the rear of the panel (which from out front is the background of the display). The section of the panel which the headlight strikes is made of translucent glass, with lettering (copy on attraction) behind same . . . and as light strikes the panel, the lettering is silhouetted and made visible. Train runs to the right, so that words will be lighted in correct sequence (left to right).

236. LIVING PICTURES . . . Oversize duplicate of picture frame constructed large enough for persons within it to stand upright, can be adapted to window or lobby display; or to float. Frame is shadow-boxed, with indirect lighting within the frame, and equipped with a curtain at front.

Within the frame, girls (attractively costumed), or characters the attraction suggests, (costumed), appear in a series of scenes (suggested by the show), concluding with girls holding cutout letters which spell out attraction title, or posed as part of a display on the attraction. Curtain to be closed in after each tableau, by girl in page costume in front of frame.

Card in front of frame announces presentation of scenes from (attraction).

Characters hold poses without moving for several "scenes;" but with some action introduced in the final "tableau," perhaps a girl stepping out and going through dance routine, if the attraction features or suggests dancing.

"Scene" within the frame might be backed up by plush drop. Or if available, a large mirror would be especially effective, with the back transparent, so that when lights are flashed on behind the mirror on concluding a scene, a display panel on the attraction is visible through the mirror.

Another window display angle, would have life-like wax models posed in store window, showing display of gowns. Girl poses among the models, remaining motionless for several minutes, then changing poses. Display card invites those looking to see if they can pick out the star's "proxy" from among the models, and includes copy on the attraction. "Mechanical man," when available, might be adapted to this stunt.

237. STENCILING . . . Where permitted by authorities, sidewalks can be stenciled in various designs, and with good results, (working at night to prevent tracking before paint dries). Design can be suggested by attraction. Large footprints can lead towards theatre, and with attraction title written across the footprints. Or straight lettering might be used. Stencils can be small, or made as large as a one-sheet.

Stenciling should be done in watercolor or whitewash so that it won't stay forever; or oil paint would be used if it is put on well in advance and it is intended to remain for a time (using a "traffic" paint).

Corners can be effectively stenciled, angled so that most of persons passing might read it. Curbings, fences, barns, vacant store windows might be stenciled, too. Stencils are cut from "stencil paper" (can be obtained from paper company or from firms who do a lot of shipping, using it for stenciling addresses).

Where stenciling is not permitted, "water stencils" might prove effective. Costumed girls going about town with a linoleum mat in which the stencil has been cut, periodically stop and place stencil on the sidewalk, spraying it with water (slightly colored with milk) . . . using a spray-gun or sprinkling can. Then lifting stencil carefully, and on to another spot. Water, of course, dries away, but is visible for awhile. Or, flour might be sprinkled, instead of water. Stencilers should carry copy on their backs. Similar in effect, a group of kids, supplied with chalk, can write the title on sidewalks, walls, fences, all over town.

238. SCHOOLS . . . COLLEGES . . . School cooperation always pays dividends. Many ways of reaching students include:

Small imprinted schedule cards (carrying program of football or baseball games school team is to play), with space devoted to theatre or coming theatre attraction, at bottom of card.

Public address, or amplification equipment (or use of sound truck) might be supplied school for use at football games, if they do not have such equipment, with compliments of theatre . . . and with theatre's attraction announced repeatedly during the game.

Tire covers can be supplied during football season, carrying picture of football player, name of school, and theatre copy.

Imprinted blotters are always an acceptable and a valuable method of getting advertising into schools. A ruler could be printed down one side of the blotter, with copy: "It's a good rule, etc." Real rulers, imprinted, might be distributed if they can be secured cheaply enough.

If school is equipped with projector and occasionally screens pictures, maybe arrangements can be made to have them include a trailer on theatre's attraction.

In connection with picturization of a classic, the book on which the picture is based may be designated as required reading for book reports. Or students might compete in an essay contest based on, or suggested by, the attraction (with tickets for best). Film appreciation class may be featured by school, and they might base their studies on theatre's attraction.

Special rate might be given students. Possibly on certain shows, or certain evenings. Special tickets could be distributed to students which, when presented at theatre box office, give them right to special admission price. Might be a one-time affair, or made good for entire school term.

Telegram sent sorority and fraternity houses with message about attraction, requesting that it be attached to bulletin board, will generally win space on the bulletin boards.

Cards, or neatly lettered stills may be attached to bulletin boards in schools.

School library or bookstore is visited by nearly all students, and is consequently a great spot for any kind of display.

Arrangements might be made with school to present tickets to several children in each class scoring highest in spelling competition. Will have children talking about attraction, as well as their parents. City-wide Spelling Bee might be arranged, with cooperation and sponsorship of newspaper or radio station. Finals may be broadcast over radio station; or even held on theatre stage. Trophies (from star of attraction) would be presented to the winners, and perhaps a trip or other promoted prize may be arranged.

Perhaps schools equipped with amplification hookup (so that voice can be carried to all classrooms), might permit announcement to be made, especially if the attraction is definitely commendable.

On opening day of schools, blotters, rulers, scratch pads (all imprinted) will be unusually well received by students. Book store, or school book-shop may handle distribution.

Theatre might cooperate with schools in raising funds, for uniforms or other needs. Students selling benefit tickets, good on a certain night, with a percentage to go to their fund. School band might appear at theatre, out front or on stage, on the designated night and play; or a students' stage show might be presented.

In appealing to school kids, cards or displays might be placed, with good results, in windows of stores and business places near schools.

Theatre might feature a "School Reunion Night," suggesting that all graduates of certain school or college attend on that night. Might arrange to show pictures on screen of graduating classes (still pictures being made into trailer form). With several important schools, different "reunion" nights might be assigned different schools. Schools plays or pageants might be presented on theatre stage . . . with students selling tickets on a percentage basis for some school fund.

Support of school heads and Parents-Teachers organization can be secured if attraction merits such support. Letters should be sent educators, P.T.A. heads, if attraction can be construed as educational.

Theatre might sponsor a "Facts about (town)" broadcast, with arrangements made for class rooms to tune in during the period and with authorities, librarians, editors, set to speak.

See Nos. 39, 126, 200, 924, 994.

239. EYES . . . For newspaper contest, or herald, drawing of star of attraction might be complete except that eyes have been omitted. Grouped around the drawing are several sets of eyes (drawing them to resemble those of other players, except for one set which are those that belong in the drawing). Invite contestants to see if they can pick out the right set of eyes and place them in the drawing. Guest tickets or other prizes for those correctly selecting the star's eyes, and identifying owners of other drawn eyes.

Card-herald could be imprinted: "You'll be looking at the World through Rose Colored Glasses, when you see (attraction)." Two small openings are die-cut into the cards at top, and small strips of rose-colored gelatine or cellophane are pasted back of the openings. The openings might be connected with imprinted rules, between them and around them to resemble spectacles. And giant spectacles could be similarly made up for display in window of optometrist, with scene from attraction behind each opening.

Contest to select local girl with prettiest eyes could be based on photographs submitted to cooperating newspaper.

First so-many girls with eyes of a designated color might be admitted free on opening day. Beauty shop or other business place might invite them as their guests, buying newspaper ads which devote space to attraction.

Eyes, as near life-size as possible, might be cut from a photograph of star, and pasted to mirrors in lounges, rest rooms or in drug stores. Lettered copy asks, "Girls . . . Do you have Eyes like (star)? See her in (attraction)."

Star stills of featured player in attraction wearing glasses can be displayed in optometrist's window, and possibly used in his newspaper ads. Star of a stage show, or girls from the show, might appear in optometrist's store at designated time, demonstrating styles in glasses . . . with store buying newspaper space on the event.

Herald can carry the copy, "She Pulled the Wool Over His Eyes," as a headline. Illustration from attraction is used, with small piece of wool pasted over eyes of man in the picture. In smaller type, offer guest tickets to those finding name of star (or theatre name) stamped under the wool. A small quantity of the cards are stamped before the wool is added, and placed among others for distribution. Devote most of space to attraction copy.

240. REMINDERS . . . Small printed slips are made up after the fashion of a slip from a memo-pad. Word "Memo" is imprinted at top . . . then, the "message," in script, as if written, "Don't forget to see (attraction) at (theatre)." Distributed to offices, stores, business places.

Imprinted card might carry copy, "Tie this Little String Around Your Finger . . . so You'll Remember to see (attraction)." Pasted to the card is a piece of string; or a short length of white ribbon might be attached.

Imprinted ribbon, such as jewelers, confectioners occasionally use, can be secured, short lengths attached to cards, carrying copy, "Don't forget to see (attraction)." Card carries copy, "Tie This Little String Around Your Finger."

Using imprinted ribbon, pretty girl might stand in lobby and tie the ribbons about fingers of willing patrons.

241. DOPE . . . Capsules, obtained in quantity from a wholesale druggist, are filled with an imprinted, wound-up strip of paper . . . the paper being so wound that only the word "Dope" is visible (through the capsule), until the paper is taken out of the capsule and unwound, when it reads: "Dope . . . on (attraction copy)." Distribute as heralds, or perhaps girls dressed as nurses (if attraction suggests) might distribute them on streets.

242. JUMBO . . . Displays of the colossal variety sometimes are appropriate and always draw attention . . . as, a gigantic design out front, perhaps a figure of a man with feet straddling the sidewalk (constructed from beaver board, or made up in papier mache). Anything of a size out of the ordinary will command more than usual attention, because of its size. Even an especially large or tall man used for street advertising will draw more than ordinary attention. A giant or a midget, either, would win attention because of their unusual size.

A giant replica of a radio can be used in lobby, or in store window, with recording of hit tunes coming from within (through amplification system). Or "radio" can be used on theatre stage, or in box to one side of the stage, as prologue to the trailer on a musical . . . girl in costume pretending to turn on "radio" . . . with musical numbers from the picture immediately coming forth; (front of the "radio" is painted scrim, and lights brought up behind scrim reveal musicians, singers . . . as lights dim down at conclusion of number, trailer hits the screen).

Large scale duplicates of any object suggested by the attraction, will attract attention.

Or blowups (photographic enlargements) might be made of photographs and of newspaper reviews and used in lobby or out front.

Big banners attached to sides of buildings in prominent locations always command attention.

Any unusually large item of any kind that may be available, or may appear in the town, might be adapted,—as an especially large truck, which might be bannered and used.

243. ASTROLOGY . . . Horoscopes might be printed, carrying copy, "The stars indicate that this will be your Lucky Week . . . You will have an opportunity to see (attraction)." Usual horoscopes can be duplicated; or they might be secured cheaply enough already prepared, only requiring over-printing with theatre copy, and distribution.

Business places selling horoscopes, generally five-and-ten-cent stores and newsstands, may permit a small imprinted sticker to be attached to horoscopes they sell. Stickers might also be attached to magazines dealing with horoscopes and astrology.

Folder herald can be printed to resemble a horoscope, the outer page carrying copy, "This is Your Lucky Day . . . (and then in smaller type:) Read what the Stars Say . . . " Inside folder is copy, "IS this your Lucky Day? Just read what the Stars say about (attraction) . . . and YOU can see it NOW!" Follow with quote of comment of radio or screen stars, and display space on the attraction.

Man dressed as an astrologer might distribute imprinted horoscope heralds thru downtown section . . . wearing long black gown to which cutout stars and moons have been sewn. Girl, in brief costume, but wearing transparent, star-decorated "robe," can hand out the "horoscope-heralds" in the lobby.

244. NEWSBOYS, CARRIERS . . . Arrangements can be made to have boys insert heralds in magazines or newspapers delivered to homes. Boys, in return, are invited to witness theatre's attraction.

Or, cooperating newspaper, in exchange for a show for their carriers, goes along for stories on theatre's attraction. Picture of the carriers, at the theatre, and with banner that carries attraction title might be carried by the paper. Best, however, if newspaper will accord straight publicity to the attraction in exchange for the show.

Parading along main streets to the theatre, with motorcycle escort if possible, boys carry banner, "(paper) Boys . . . We're on OurWay to See (attraction)."

Newsboys on prominent corners, in exchange for a couple of ducats, might include occasionally a shouted "Extra! (attraction) opens at (theatre) today."

245. BLACK ART . . . A display that is adaptable to a store window, or top theatre canopy, or theatre stage or boxes. A different sort of flash that commands attention.

As used in a window, a panel of lights is set up on both sides of the space which is to be used for the display. A full window might be more effectively used. Facing outward, illuminated panels are placed at extreme outer edge of display, against glass or window. Using narrow shadow box "trough" shadow-boxes, letters are cut out of the face of the panels, spelling out attraction title, permitting the light to shine through—the cutout letters being covered over (inside panel) with paper or sign cloth. These two panels, one either side, are only illumination in the window, and they should create a slight glare in the eyes of persons looking in the window, which is essential to the success of the black art "exhibition" within the window. Within the window there must be total darkness.

Inside the window, a man dressed entirely in white is the center of attention and he works against an entirely black background, a non-gloss black back-drop. Floor of the window is covered with black cloth or paneling, too. Face of man working display is whitened, using flour or powder.

Man in white has an assistant who is dressed completely in black, even his face being covered with a black hood; and against the black background he is entirely invisible to the onlooker.

Used atop theatre marquee, or on theatre stage or in theatre box, the setup is identical.

Action within the display can be suggested by the attraction being sold, most of the action being designed to be amusing.

Suggested action: man takes off hat, places it on pedestal . . . it appears to leap back on his head (assistant in black supplying the motive power). Repeated several times, he throws hat to floor, with it flying back to pedestal. (Pedestal, or course, is also white). He might step out of shoes, with assistant walking them off. He can point with cane, with a red light seeming to come from end of it and traveling off-stage (red flashlight moved by assistant).

At close of routine, man in white points to back drop, and letters comes into view, then he points again, and another letter, until title of attraction is spelled out, (assistant in black placing the white letters on display—the backs of the letters being painted black, and not visible until turned so that white face is toward audience). Or, stationary white letters can be brought into view by removing black covering from over them. And they can be made to disappear by reversing the process.

And, to conclude the routine, the performer can make himself disappear, by having assistant suddenly shield him with a black cloth.

Used in theatre (stage or box), the stunt should be followed immediately with trailer on the attraction.

Black magic might be adapted to a display or announcement on stage, person dressed in black, against black, carrying a cutout figure, or display panel (suggested by attraction)—and with announcement followed by trailer.

246. GIRL PAINTING PANEL . . . Attractive girl, busily engaged in painting a poster will attract a great deal of attention. Prominently located panel should be used.

In painting the poster, she can actually follow pencil lines which have been sketched by regular artist, with the colors marked, so that she is obliged to merely apply the paint in the designated places. Or, the panel might be previously painted, using oil paint, then covered over with powdered chalk (mixed with water), with girl using a bucket of water in "painting" the poster (she moistens brush in the bucket, uses it to brush away the concealing white. The painted display beneath the white comes into view as the white is removed, and apparently the girl has painted it). Several girls might be engaged in painting the poster.

Instead of an outdoors billboard panel, a poster might be made up in the shape of a miniature billboard, which is used in a window. Or, a large panel might be placed on a truck (in an upright position) . . . the truck traveling slowly about town, as the girls "paint" the poster. Banner on truck sides carries copy on attraction.

Similarly, panel might be made center of a display for lobby; or used atop theatre marquee. Possibly the idea might be used at football or baseball games, or wherever crowds have gathered.

247. MISSPELLED WORD CONTEST . . . Particularly adaptable to theatre printed programs and coop. pages.

One misspelled word in each merchant's ad, and first so many persons submitting correct list of the misspelled words to receive guest tickets. Assures that every word of each ad will be read.

Most often misspelled words include: "tranquillity," "battalion," "supersede," "supercilious," "rarefy," "sacrilegious," "naphtha," "recommend," "liquefy," "picnicking," "kimono."

248. CLAIRVOYANT . . . A "seer," set up in theatre lobby, prophesies the future for patrons . . . including the information that an opportunity to witness (attraction) is about to come into their lives.

Costumed man (or girl) serving as mind-reader, has a prepared "line," and "bases" prophecies on handwriting or palm-reading, or numerology, astrology, or birthdays. Or "prop" crystal ball, which might be an opalescent porch ball, with colored light underneath, can be used. Porch ball rests in pan of water in which dry ice floats, throwing off a mysterious vapor. Pan should be camouflaged.

Or a girl, dressed as a gypsy, might be stationed in the lobby . . . foretelling the "future" by "reading" tea leaves . . . and including the information about the coming opportunity to witness (attraction).

Display panels of some sort should be built up around the seer, carrying copy on the attraction. An "assistant," also in costume, can talk to patrons (and advising them that there is no charge).

Featuring a mind-reader or "mentalist" as a stage attraction, a "questions and answers" tieup might be arranged with newspaper or radio station . . . a certain number of questions being answered daily. (Additionally, see "mind-reader" classification.)

249. FOOTBALL GAMES . . . An effective herald for distribution at football games (or at basket ball games, or at other games where large crowds are assembled) can be printed on light card, in bright colors . . . the imprint headed: "Come on (local team!)" And, then, in smaller type: "Throw this card in the air when (local team) makes their first Touchdown!" Then devoting larger part of card to copy on theatre's attraction. Distribute to crowds entering stands or fields. To be assured that maximum attention is received, attractive girls, dressed as cheer-leaders or in sports outfits, can distribute the heralds.

Or, herald to be distributed after the game (any game) might carry the copy: "And now . . . what about tonight? How about a great movie? (Theatre) suggests (and into copy on theatre's attraction)."

Perhaps arrangements can be made to have several footballs kicked out into crowds before game begins . . . footballs on which the attraction title has been lettered, and to which passes have been attached; and with catchers keepers.

Banners might be carried on field between halves, by several attractive girls, displaying them first to one side of the field, then across field to other side. Perhaps arrangements can be made to have a float circle the field between halves . . . an attractively constructed truck, preferably decorated with pretty girls. Stooges made up as football players, and carrying copy on attraction on their backs might circulate among the crowds.

If done cheaply enough, perhaps motion pictures of the game will prove worth while at the box office. Shots of crowds should be made between halves, and banner displayed telling them that they might see the pictures at (theatre) together with (attraction).

Programs, carrying names of players and information concerning them might be distributed . . . with compliments of theatre, and with attraction given good space.

Arrangements might be made to present a football to home team at start of the game, with "compliments of star" . . . and with appropriate announcements, and photographs for papers.

Several persons might be given rolled-up, individual letters (on oilcloth), which together spell out attraction title; persons holding the letters to be seated in correct sequence across stadium (though widely separated) so that letters are in correct sequence to spell out title; and at a given cue they unroll the letters, stand and hold them up, making them visible across field, spelling out attraction title.

If advertising isn't permitted on the field, it might be possible to hoist a banner on a nearby building, or above fence on a neighboring lot. However, it might even be possible to get an ad on the score board.

Teams may be invited to attend theatre as guests in evening after game. Might be announced at game that they will attend.

During football season scores of all important games might be featured on a panel or bulletin board in the lobby.

See other football classifications.

250. SWEETHEARTS . . . Title of theatre attraction, or romantic theme, might suggest a "Sweethearts' Week." Cooperation of business places might be secured, displays in their windows offering special gift values as a feature of the special week . . . and mentioning theatre's attraction. Perhaps newspaper can sell a cooperative page, merchants' ads calling attention to gift-values. Combination boy and girl outfits can be featured by stores, as matched (colors) scarfs; or other accessories of identical color. Scenes from attraction used for ad illustration.

Hearts might be used to sell the sweetheart theme in an attraction. They might be used as front decorations, panels being made in the shape of hearts, frames over stills being cut heart-shaped, and perhaps entrance to theatre being made to resemble a gigantic heart.

"Sweethearts' Promenade" could be installed in lobby, or on mezzanine . . . constructing a huge heart, sufficiently large for couple to walk through opening in its center. Panel does not block lobby or mezzanine, and patrons are not obliged to walk through the heart . . . however a lettered panel attached to the heart, announces it as "Sweethearts' Promenade" and says that all sweethearts are to walk through it. Bench or settee can carry copy, "Reserved for Sweethearts" (and copy on attraction).

"Sweethearts' Cruise Contest" may be arranged with cooperation of newspaper or radio station, offering prizes (perhaps a promoted trip, maybe a real cruise) to person outlining in most interesting manner, the cruise he, or she, would like to take with his (or her) sweetheart . . . the part of the globe that they would consider most romantic; and why. Stills from the attraction would be used for newspaper art in illustrating the contest. Broadcast station could feature the contest, building a "musical cruise" program about it.

New words for "sweethearts" might be made basis of newspaper or radio contest. Or adapted to lobby flash, with pretty girl, in charge of the display, inviting patrons to register their suggestions, together with their names, in a notebook.

Singer could be introduced over radio as "The Voice of Romance," singing love ballads and talking about attraction. Group of sweetheart songs might be featured as a special program by a radio station and dedicated to theatre's attraction. Similarly a prominent orchestra might feature a group of sweetheart tunes.

Large jar of candy hearts, which most confectioners handle . . . together with display on attraction, may be placed in a window, offering guest tickets to person most nearly correctly estimating number of hearts in the jar. The small candy hearts can be inserted in imprinted envelopes, and distributed. Or pretty girls might hand them to patrons (in advance). Baker might feature heart-shaped cakes or cookies, naming them after attraction or its star. Heralds or programs can be die-cut in heart-shape.

Couple of attractive girls in eye-arresting costumes might carry a gigantic cutout heart about town . . . copy on attraction being lettered on the heart; or they might wear large hearts over their shoulders, "sandwich-man style."

Cooperating florist might prepare a giant heart of roses. Photo of sweethearts of attraction placed in center. Heart be placed on display in theatre lobby, with credit card for florist; or it might be displayed in his window.

"Sweethearts' Night" should feature a small promoted gift of each girl attending . . . perhaps a rose, from a cooperating florist; or candy, or cosmetics, secured from a manufacturer, and presented with the compliments of local representative. Special prizes could be presented (and announced in advance) to oldest sweethearts (married or single) attending, and to the youngest.

"Sweethearts" Waltz might be featured by a cooperating ballroom and dedicated to attraction. Dancers might demonstrate it, and prizes can be offered couples stepping it off best.

(*See 259. See Photos.*)

251. JIG-SAW PUZZLES . . . Jig-saws might be used effectively as a contest for newspaper or heralds; or for window or street stunt.

Blank jig-saws on paper (with impressions pressed) can be secured in quantity and imprinted for distribution (using illustrations).

A still, cut into small pieces (after style of jig-saw puzzle), and cut made up, might be used as a newspaper contest. Or a scene-cut might be used, newspaper cutting it into small pieces, with tickets for first so-many correctly assembled and submitted to newspaper.

Or store might sponsor the stunt, devoting space to the jig-saw in their regular advertising space, with puzzles to be sent to store for competition. Or store might allot space on a herald that they print for the puzzle.

A cooperative newspaper page might have a small piece of the jig-saw puzzle placed in each ad on the page, with readers to piece together (a scene from theatre's attraction).

Jig-saw puzzle might be made from a 22x28 display card (attaching the paper to pressed wood, and applying the jig-saw). Girls repeatedly assemble the puzzle in a window, with whole duplicate of the card which they are piecing together on display. A jig-saw puzzle "marathon" might be staged, in lobby or window, with contestants supplied with duplicate puzzles made from small display cards or posters on the attraction.

Giant jig-saw puzzle can be made up from one-sheet, or three-sheet, with costumed girls spilling the puzzle pieces on prominent corners, and then assembling the "puzzle" on the sidewalk. In making the jumbo jig-saw, lithograph is pasted to compo-board and cut into large jig-saw style pieces, using cut-awl. Theatre and play dates first lettered on.

252. PICKETS . . . Attraction might suggest travestied "picketing" by a phoney "society" . . . as in connection with comedy gangster story, having tough-looking hombres "picketing" the theatre, carrying banners which proclaim the attraction as unfair to "Society for Fair Deal for Bank Robbers and Gangsters."

Ushers could "picket" theatre in connection with a comedy attraction, carrying large placards with copy to the effect that theatre isn't treating its ushers fairly in showing the attraction, that they can't be expected to look at it so continuously without laughing themselves sick . . . copy adding that everyone in town is rushing to see the attraction, making ushers' task harder. Copy might read: "Too many laughs make it too hard to work," and "Don't see (attraction) unless you're prepared to laugh as you've never laughed before." Ushers, in uniform, walk back and forth in front of theatre, picket-style, and about town, carrying banners.

Certain color hair, featured in a show by star or girls might suggest picketing of theatre by several girls with hair of a different color. They walk in front of theatre and about town, copy on placards which they carry stating that (attraction) is not fair to (red heads, or whatever the hair color) and tieing in attraction title or star's name. "Pickets" are attractively costumed and picked for looks. Might be used opening night.

253. BLOTTERS . . . Always effective, imprinted blotters, when distributed to offices, schools, business places, are generally appreciated and kept. Blotters should be distributed well in advance of attraction.

Arrangements might be made to insert blotters in statements mailed by laundries, public utilities, department stores, etc. Small check book size blotters might be used.

Costumed girls might distribute the blotters to office buildings and business places, assuring better than usual reception.

Straight ad can be carried as a blotter imprint, preferably using an illustration. Or a novel catch-line might be used, as: "Blot Away Your Troubles (or 'Blues') . . . Here's Good News!" And into copy on the show.

Message (in longhand) could be printed on blotter side, using reversed engraving, giving the effect of the written message having been blotted when it was written. Imprint at top (on blotter side) in straight unreversed type, "Hold Before Mirror." The "message" is copy on the attraction, "signed" by character in story, or by star of attraction. On other side of blotter, copy in straight type directs attention to the "blotted message." If idea is used, for instance, on mystery drama, imprint might read: "Take Warning! Lock Your Windows! Bolt Your Doors! Take Every Precaution! Then read the Message revealed on the Opposite Side of this Blotter!" Or similar message, depending on the attraction.

Scented blotters for a romantic story can be imprinted: "The Sweetest Love-story ever told . . . (and into copy on the show). Blotters are sprinkled with a cheap perfume or toilet water, or covered thoroughly with sachet powder.

Small, imprinted folder might be glued to the face of blotters, with good catch-line on front page, inner spread devoted to copy on the attraction. Blotters to which herald is attached might be imprinted: "Here's a Message that will blot away your Blues" . . . or something similar.

254. "PLANTS" AND HOAXS . . . Occasionally a hoax of some kind will win a front page story, but it's best if newspaper can be "let in" on the stunt. If the stunt has news value, or is interesting or novel enough, newspapers might go for a phoney story anyhow, especially if the truth is subsequently to be disclosed.

It's been a long time since Harry Reichenbach ballooned an ordinary appearing lithograph into a national institution by inciting a movement to have it suppressed and made September Morn a best seller and a by-word for a generation; or since he registered an ape at a fashionable hotel as Mr. T. Arzan; or had a star bring along her lion at another hotel-registering; or had a girl sit hypnotized in her chair after the crowds had left a theatre, still spellbound by the Svengali eyes of the star; all of which made as many headlines as a good-sized war.

They can still be made in similar fashion. But the editors must be tipped off in advance. If preferred, the newspaper editor need not be told in so many words that it's a gag, or, on the other hand, that it isn't, giving it to him so that he can figure it out for himself and take it or leave it. If it makes good copy, he will generally take it. The newspaper man can then protect himself in the way he handles it, even though he spoofs the idea. However, where a gag makes a legitimate newspaper stunt anyway, it's a better idea to be frank about it and to let the paper in on it from the start. If they won't print it, there's no use fooling with the idea. However, it doesn't pay to attempt to bamboozle them or to trick them; they have a way of remembering such treatment, and cordial relations with the papers are sometimes endangered by hoaxing them without their knowledge. And, besides, most newspaper men are pretty smart fellows and will generally be able to add things up, anyhow. It's best to confide in them . . . not necessarily from an ethics angle, but just good business. In other words, don't make the paper a sucker along with the public. If a thing can be laughed off at the windup, its generally okay.

Many attractions suggest an idea—a rumor, that later ties into an announcement of theatre's attraction. Or incidents that are made to happen that will build into publicity on the attraction. Inquiries, apparently legitimately made, or requests for information (along lines suggested by coming attraction) might start the ball rolling.

Report might be circulated that an event, similar to that about which coming attraction centers, is to occur locally. Rumor that the star of coming attraction is coming to town might be started. And then breaking theatre's ads in the papers on the coming attraction.

Objects, as suggested by theme or title of attraction, might be occasionally "planted" in the night, to be discovered next morning, with newspapers going along for a story (perhaps arrangedin advance). And after a newspaper story, the first ad on the attraction breaks. Object "planted" must be striking, out of the ordinary and definitely news, and it might be planted (placed) either on a suburban street or a downtown location . . . in full view. On a horror shocker, a coffin might be placed during the night in a downtown location . . . dummy in same, having a small lettered card attached; or a live "mechanical man" if available, might be placed in the box instead of a dummy, holding pose as long as possible when coffin is opened, then "coming to life" and delivering message about theatre's attraction, after sufficient attention has been attracted.

Or, in connection with attraction in which "gold" is mentioned in title, men might begin "digging for gold" in prominently located spot, with newspapers going along for a story, and a subsequent story, when the men eventually find, not gold, but a panel bearing the title of the attraction. And with theatre's first newspaper ad on the attraction breaking immediately.

Or, an obvious hoax might be handled in a kidding way, as the introduction of a phoney wild man, "just arrived from Borneo" (or wherever the attraction would suggest). Clad in skins or "jungle" costume, he is introduced at luncheon clubs, night clubs, over radio stations and at the newspapers. And though he is quite apparently a fake "wild man," and his answers (in "jungle English" or even in Harvard English) to questions pertaining to the jungle are purposely designed to be ridiculous, it is never admitted that he isn't a legitimate "wild man;" in fact, theatre might insist (in a manner that can't possibly be interpreted as serious) that he's the real McCoy. Papers can kiddingly "interview" him, and record his "adventures" with civilization . . . getting several humorous easily-read yarns out of it.

255. CRYING PHOTOGRAPH . . . A laughing photograph of a movie critic, or local celebrity, might be obtained, or especially posed; blown up to 1-sheet size, it is made the center of a display for lobby or window.

Varnished over, the photograph has small pipes or tubing connected with a water faucet and attached directly behind the eyes . . . small openings in the photograph at the eyes permitting the water to flow through, running down face of photograph into a container at bottom, from which it is drained away. Very small amount of water is permitted to flow.

Panel carries copy: "I laughed until I cried at (star and attraction)."

256. NEW YEAR . . . Special midnight show is effective on New Year's Eve . . . arranging a special program. Special stage features might be arranged. Audiences might be invited to join in singing . . . the lyrics of which might be supplied on an imprinted sheet (by a cooperating merchant whose ad also appears on the sheet); or flashed on screen. Trailer, wishing patrons a "Happy New Year," should be flashed on screen exactly at midnight; "Auld Lang Syne" is played (radio might be tuned in with a station broadcasting it; most of them will anyway). Tickets to be sold in advance for the special show.

Special lobby panel should wish patrons a "Happy New Year." Trailer carried the week in advance.

Excellent contest, newspaper or radio, would be based on best New Year's Resolutions submitted. Newspaper would illustrate the contest with attraction scenes.

Tieup with stores and newspaper might offer gifts for New Year's first baby. Presentation to parents may be arranged later in theatre.

A trailer headed "A New Year in Entertainment," and listing coming attractions, might be carried first week in the new year.

Playing stage shows, a photograph of one of the girls in the show, briefly costumed, standing before large cutout figures of year, and changing them into new ones, ought to be good for newspaper space. Or she might be posed holding a gigantic calendar page in front of her, revealing bare shoulders and legs.

257. DIARY . . . Intimate angle to a romantic adventure might suggest use of an over-size diary as center of a display in theatre lobby . . . duplicating the customary style, made up several times larger than usual book. Front cover carries caption: "(Star, or attraction title)'s Private Diary." Pages within are imprinted, in script type, with interesting copy, as character in the attraction might have written it. Stills illustrate it. Patrons are invited to "take a peek at the private diary of (name)."

Folder herald might be made up, after style of diary, imprinting cover: "Diary (year)," and (imprinting in script) name of character in story, and word, "personal." Copy inside herald is imprinted in script (or in actual handwriting, having cut made) carrying diary-style copy pertaining to incidents in the story. Imprinted ad on back page.

Giant diary might be adapted to a lobby or window flash, having girl turn the "leaves."

258. SPANISH . . . Sensuous senoritas and Spanish shawls and strumming guitars are suggested by an attraction with a Spanish or Mexican background.

Theatre front might be built to resemble a Mexican adobe building, arching over entrances, with columns coming to the sidewalk between doors. Perhaps a balcony effect can be worked out above the doors, where a couple of girls dressed as senoritas might be stationed. Spanish shawls hang from the "balcony." Perhaps one of the girls might strum a guitar, singing a number from the attraction . . . using house amplification. (*See Photos.*)

"Barker" out front, dressed as a Spaniard, might strum a guitar, combining serenading and sales talk. Ushers can be costumed as Spanish caballeros; cashiers as senoritas; or they might wear lettered sombreros. "Senoritas" might distribute heralds in stores, business places, offices. Spaniard on horseback will draw attention on streets.

Radio station or orchestra might feature a program of Spanish music, which is dedicated to attraction. Or songs from the attraction, if any, might be featured.

Beauty contest: based on photographs submitted, newspaper can select prettiest Spanish (or Spanish-appearing, or Mexican) girl.

Grand opening of attraction might be broadcast, with announcer dressed as Spaniard; Mexican band playing (or a string ensemble in Mexican outfits); and invitation, as guests of honor, to Spanish Consul or any important native Spaniards or Mexicans in city.

Might appeal to newspaper columnist to aid in locating a real bull-fighter in city, with explanation that theatre wants to employ him during showing of (attraction). Paper handling the appeal as an amusing or interesting story . . . and if he's located, he might prove an attraction in lobby, in Spanish toreador costume . . . and paper would naturally break a follow-up story on his being located, and interview on his experiences.

Window tie-ups might be worked out, with guitars (music store); sombreros (hat shop); Mexican blankets (department stores); scarfs and Spanish shawls (women's shops); cactus and rose named after feminine star (florist). Mexican jumping beans might be used. (See 671.)

Restaurants might feature Spanish dishes, naming them (on menu) after attraction. Spanish recipes ("suggested by the attraction") might be featured by newspaper on women's page.

Stores could cooperate with a "Fiesta Day," newspaper ads mentioning theatre's attraction, featuring special values.

259. KEY . . . Lobby display panel might be made up as large, cutout "key," lettered: "The Key to the greatest entertainment you ever experienced." An article important to the story can be attached; or a still showing a highlight. A mystery story might have stills of various characters attached . . . copy asking which of them hold the key to the mystery. Girls can carry giant, lettered papier mache "key" about town.

When keys in quantity can be secured cheaply enough (perhaps accumulated old keys from a locksmith) they might be attached to imprinted tags for distribution. Title might suggest use of the keys; or tiein copy might suggest that recipient try key in the lock that is part of the (attraction) display, in theatre lobby . . . with a reward of tickets if the key opens the lock (a few keys being included that fit the lock). For a girl show, the keys might fit a locked bracelet on a pretty girl, who is stationed in lobby (or a cutout figure), those unlocking the bracelet getting tickets. Or the lock is attached to a "treasure chest," or an object suggested by the attraction.

And, of course, a "Key to the City" can be presented to a stage personality or show making an appearance at theatre, by Mayor or local official, using a cutout, gilded "key," or a large papier mache replica of a key. Photo of the presentation carried by newspapers; perhaps enlarged and used in the lobby.

260. CRYSTAL GAZER . . . Man, costumed as an Oriental, wearing a turban, strolls about downtown section, carrying a crystal ball in his hands, into which he constantly gazes, occasionally passing a hand over it. (If crystal isn't available, an inverted "porch ball" —from an electrical shop—with the opening covered by a cloth, might be used). On his back is copy: "A Great Thrill is Coming Into Your Life! . . . You're Going to see (attraction)." Idea might be adapted to lobby display which features a girl, in Oriental costume. She can hand heralds to those who stop.

261. COOKING . . . Star's favorite recipe might be featured by woman's page of newspaper; or tickets can be offered for best recipe submitted (of type suggested by attraction). Domestic science classes in schools should be contacted, if attraction features cooking, using announcements, heralds, blotters.

Tieup with a grocery, or chain of grocers (who buy newspaper space, install windows), offers prize for the best cake; perhaps requiring the ingredients to be bought at one of their stores (receipts submitted with the cake); judging on theatre mezzanine. Might be suggested by theatre anniversary, or star's birthday.

Or ticket prizes might be offered for best canned preserves submitted, in appealing to women.

262. LOSER BUYS . . . Two attractive girls in bathing suits or other brief costume, are placed in prominent window, playing checkers (or other game. Using an over-size deck of cards, they might be apparently playing cards); with a display panel carrying copy: "Loser buys the Tickets to See (attraction)."

The stunt could be clowned, having two gentlemen of color (blackface) apparently playing a game of cards, and equipped with razors, pistols, and dozens of aces (the aces in pockets, sleeves, hat bands, collar, shoes . . . and even attached to bottom of shoes).

263. TICKETS WITH PURCHASES . . . Occasionally a deal might be set with an enterprising merchant to sell him a block of tickets (perhaps at a special price), to be presented to customers making specified purchases, or purchases exceeding a certain amount. Store's ads can limit offer of tickets to first so-many customers, and mentioning theatre's attraction for which the tickets will be good. In appealing to children and confining the offer to kid tickets, store might require that children be accompanied by an adult.

264. REFRESHMENTS . . . In tieup with bakery, bar or counter might be placed in lobby or on mezzanine floor, attractive girl serving either cake or small sandwiches, made with their bread; coffee distributor supplying coffee (demi-tasse). Affords distributor a means of making people familiar with products. Timely for Christmas Season, inviting shoppers to refresh themselves when they attend the matinee. Bakery might buy additional newspaper space on the tieup.

If attraction suggests, a small bar might be set up, perhaps serving (promoted) soft drinks or beer. Or, cooperating dairy might install a "milk bar." Or a large display panel "bar" may be built, with life-size cutouts of stars standing behind the bar.

265. RESTAURANTS . . . Luncheon checks might be supplied prominent restaurants, with theatre's ad imprinted on the reverse side. Or, attraction copy can be rubber-stamped on luncheon checks used by restaurants. Placed face down when they are presented to patrons, most of checks are sure to be read.

Some restaurants will use imprinted paper napkins. Or places using paper napkins might permit them to be rubber-stamped. Restaurants might permit imprinted paper bands, or napkin rings, to be placed around the cloth napkins that they use.

Prominent restaurant might "dedicate" special dinner to star, or "name" dinner after him, so imprinting it on their menus.

Special dish could be "named" after attraction.

Tieup might be arranged between restaurant and theatre . . . with eatery making a combination offer of dinner and theatre ticket . . .

restaurant paying theatre for tickets used (perhaps at reduced price). For a specific attraction, or used regularly on certain day each week. In similar tieup, dine-dance place might mention in their ads that patrons might have dinner, leave to attend theatre to see (attraction), returning to dance without further charge.

Cards displayed in restaurant might announce that patron selecting the "Lucky Chair" will receive guest tickets to see (attraction), eatery possibly buying newspaper space or radio time on the stunt. Different chair assigned each day.

If attraction suggests the stunt, town's prettiest waitress might be selected, by photographs, votes or stage contest.

(See "Restaurant" Classifications.)

266. NEWSPAPER COLUMNISTS . . . Newspaper writers, carrying a daily column can include mention, which is very valuable since columnists generally have a wide following. Each attraction presents angles that should interest them, or some stunt in connection with the attraction might win their interest and a line or two of type.

Inviting them to witness an advance showing or screening might result in mention. If columnist refers favorably to an attraction, his comment might be reproduced in a newspaper ad.

On sports attractions, sport page columnists would be especially interested. Supply information on attraction and players. Invite them to witness screening. They might invite, as their guests, local football or baseball team to witness the attraction.

Perhaps theatre manager might serve as a "guest" columnist. Or he might possibly conduct a daily column in the papers. Column might deal with, or include, things theatrical (including mention of coming attraction).

Newspaper columnist might assume for a day a role similar to that portrayed in an attraction, to obtain a good human interest story.

267. DANCE . . . Where a dance or dancing is important to story or title, the steps can be introduced or demonstrated by a dancer, or dancers, who are sent around to ballrooms, night clubs, parties, dances, banquets. Costumes suggested by the attraction. Steps can be demonstrated in lobby (if it is large enough), or even atop canopy (if safe enough), using phonograph or accordionist or pianist, playing numbers from the show. Or, dancers might perform in a large window, backed up by a display panel on the attraction. Dancers, or dance-team might be secured from a dance school, appropriately costumed. Newspaper might use a photo of local dancers doing the dance step.

Dancer might appear in a window, several times daily, as center of a display. Dance costumed, she also wears a half-mask, and perhaps a wig. Display panel invites those looking to try to identify her on a later day in the store (or at a "[star] Ball" at a night spot), when she appears in street clothes minus the wig (which changes the color of her hair and without the mask). Tickets for the first so-many correctly identifying her. When she is in window, amplification carries musical accompaniment (which may be phonograph, or possibly an accordionist) to those outside window, together with announcements.

Perhaps pictures of the dance evolutions are available, successive pictures showing every move of the step. Or they might be especially posed, perhaps by local steppers. They might be planted, together, as a newspaper feature, with descriptive copy, or used as illustration for a herald to be distributed. Reproduced, the photos must, of course, be in correct routine.

Perhaps stage show dancers or chorus can demonstrate a dance routine as a show feature. Or a routine "inspired" by an attraction. Or dance school steppers might serve, following at once with trailer on the attraction.

Dance contests on the stage might be arranged. Also, oldest and youngest tappers might compete; or highest kickers. Trophy or promoted prizes for winners. Newspaper might cooperate.

Night club could feature the dance, or a dance suggested by the attraction, having their dancers or chorus present a routine, attraction announced in introducing the number. Programs mention the attraction as "inspiration" for number.

Radio broadcast might feature dance instruction idea, similar to broadcast morning exercises . . . announcer explaining the dance carefully, against a musical background (perhaps of tunes from the attraction). Then playing the number for listeners to step to.

Stores feature evening gowns, slippers to wear to dance, or to "do the (step) in." Both ads and windows.

Dancers could be featured on a float, which stops at important intersections, where girls go through a dance routine. In an automobile tieup, dancer might tap out a routine atop a new car (while car is stopped at intersections, not while car is moving).

Dancer might perform on prominent corners. Small platform, which carries lettered copy, is taken along, on which she performs briefly to the accompaniment of a phonograph, or other music.

Photographer from paper might snap dancers in various night spots (with their permission), reproducing as their interpretations of (the dance step). Newspaper feature might be based on interview of local dancers, or dancers in stage show at theatre . . . girls being asked questions about dancers in screen attraction. See 79 and 793.

268. **NUTS** . . . Comedy of the "nut" type might suggest a display in the window of a store that handles nuts . . . a container filled with nuts and containing small cutout figures of attraction stars, being made the center of a display on the attraction . . . and with guest tickets to witness the attraction offered to those estimating, most nearly correctly, the exact number of nuts in the bowl. Card asks: "Besides (stars), how many nuts in this bowl?" Sacks used by stores handling nuts might be imprinted, or heralds might be inserted in packages.

A novelty herald would be folded several times before distribution. First imprint reads: "Nuts to You!" Next imprint, visible on unfolding once, "Yes, Nuts to You!" Unfolded again, another imprint reads: "Yes, that's what we said . . . Nuts to You." Unfolded once more the full length of the herald is disclosed and the lead-off copy at the top of the herald, carries in large type: "*They're* Nuts to You . . . (and into copy on attraction)."

Small envelopes (possibly glassine), might be imprinted: "They're Nuts to You . . . (and attraction copy)," a nut being placed in each envelope before distribution. Or, "I'm a Nut . . . and you'll be one too . . . if you don't see (attraction)." Or, "I'm a nut . . . over those two nuts (stars) in (attraction)."

Peanut vendors might have cards attached to their carts.

Live (or taxidermist's) squirrels in a cage in window or lobby can carry copy on cage: "They're after those nuts (stars) in (attraction)."

269. **COLOR** . . . Attraction title or theme, or intended appeal, will generally suggest the color for use in front panels and displays. Blazing action would suggest use of striking colors, fiery red, and bright orange; more subtle blends for emphasizing romance, whimsical or comedy moods. Patriotic colors might be suggested by attraction.

Different moods are represented by different colors. Red representing excitement, heat, fury, danger, action, passion, blood. Yellow: treachery, villainy, action, warmth, envy. Gold: power, glory, achievement, conquest, glamour, luxury. Green: peace, rest, hope, coolness, refreshing. Blue: serenity, coldness, dignity, romance. Rose: love, devotion, beauty. Black represents gloom or sadness or sorrow; blackish purple might be used.

Season of year should also effect choice of color for displays; bright, hot hues being shunned in hot summer weather, with shades of green and blue and lighter shades of other colors being given the preference. Reversing this, warm colors should be used in cold weather. (This also applies to house lighting.)

If attraction suggests a certain color, stores might feature it in their windows, calling the shade "(attraction title) (color)."

270. CALENDAR . . . Calendar of month, imprinted on herald or blotter, carries dates of special attraction or special week in red (rest of printing in contrasting color), and includes this copy: "Red Letter Days for (town) (and into copy on attraction)."

Can be adapted to lobby panel or top marquee flash. Or even to newspaper ads, underlining the dates, or setting them in bolder type.

Herald or card, in calendar sheet form can have the attractions for the month imprinted over the dates when they are to play.

271. MANICURISTS . . . Through arrangements with a beauty shop, an attractive manicurist might be stationed, with table and full equipment, in theatre lobby . . . with willing patrons given free manicures. Display panel carries copy: "Get your nails polished up . . . You've got to look your best . . . Because (star, or attraction title) is coming to town." Especially adaptable, of course, if attraction features manicurist or beauty shop.

Manicurists invited to a special screening, are certain to discuss it with those coming into their shops. Lettered stills might be placed under glass covering on manicuring tables.

272. PROGRAMS . . . House publication, handed to patrons is a proven method of directing attention to coming attractions. Distributed by staff, or by a spot-lighted usher or "page boy" (or girl) stationed in lobby, program might also be sent out to mailing list (folded and held together with a stamp and addressed). Or distributed house to house. They might be made available in hotels, restaurants, public places.

Made up as a small printed folder, the program carries information in regular newspaper style, with headlines and stories and illustrations. Program on current show, listing players, is featured; but with most of space devoted to coming show. Program may be small, pocket-size; or tabloid size; or any size in between these two. (Check with printer so that program will "cut out" exactly, thereby eliminating wasted paper and added unnecessary expense.) (Or program can be mimeographed.) Primarily devoted to stories concerning coming attractions, brief jokes, recipes, news items might be included.

Program might be printed by theatre, or it might be supported by the advertisements of business places. Where town doesn't have a newspaper, the theatre's program (possibly just a mimeographed sheet distributed regularly) can include news items about town and surrounding countryside; patrons might be asked to phone items in; program can take the place of a local newspaper and become really important to the community.

Frequently contests that do not require much space can be included (as 247).

Old programs might be occasionally adapted to display in connection with certain attractions. Modern stage revue might suggest display of old vaudeville programs as comparison, or old-time attraction background would suggest their use. Newspaper might aid in locating person who has collected old programs.

273. MULES . . . Blanketed donkey, led about town, carries copy on the blanket: "I'm the only one in town that doesn't want to see (attraction and theatre) and you know what I am."

Clown attempting to ride a small mule will attract much attention for a comedy attraction. He might appear with the animal on downtown streets, and at schools, playgrounds . . . Banner on the clown or on the mule carries copy: "Funny enough to make a mule laugh," with a grin painted on the mule's face with white grease-paint, outlining his mouth, extending it in a large "smile".

274. LOBBY NEWS OFFICE . . . Newspaper story, or "hot news" emphasis on an attraction, might be basis for arrangements with newspaper to station a branch editorial office in theatre's lobby (in advance), assigning a reporter or columnist who will carry a daily column in the paper, referring to his appearance in lobby, interviewing different patrons. Might offer guest tickets for news stories or tips that newspaper uses.

Star of stage show might act as "guest reporter" at designated intervals.

275. DARTS . . . Small stars (or hearts) of different sizes cover most of the surface of a display panel. Copy on the panel offers guest tickets to those striking one of the stars of a specified color with a dart which is supplied (darts being made up or purchased from a toy department, or part of a "game"). Lucky stars being "eliminated" when a dart hits one of them, thus limiting number of tickets.

Placed in restaurants, drug stores, taverns, at cashier's counter, customers are permitted several throws when paying checks. Or, made a feature of a lobby display, attendant allows each patron several throws. Distance from thrower to target should not be too great, experimenting for correct throw. Target panel carries copy on attraction.

276. VENTRILOQUIST . . . Occasionally available, a ventriloquist might be used to good advantage in places where crowds go . . . in street cars, restaurants, department stores. Or used as a lobby flash, or a window (using amplification, and backed up by display panels). Or, man (or girl) might imitate a ventriloquist, keeping lips closed as nearly as possible, talking out of corner of mouth which is turned away from spectators when "throwing voice."

Seating himself (or herself), with dummy on knee, "ventriloquist" goes into a routine conversation with the dummy about attraction. Asks questions in usual voice; changes voice pitch for answers which are supposedly coming from the dummy.

Dummy might be made up to resemble the star of theatre's attraction. Head can be made from papier mache, and the lower jaw pivoted so that ventriloquist makes it move up and down. Art department of school might make up the head. Or a regular ventriloquist will have a dummy which might be clothed like star of attraction.

Conversation with dummy might be ended with the ventriloquist asking the dummy if he is going to see the attraction, and dummy replying: "I'm the only one in town that isn't going. That's why I'm a dummy.'

277. GHOSTS . . . Men dressed as "spooks" (in long sheets) travel about town, carrying copy on their backs, "We're Ghosts. And we like it. We died laughing at (attraction)." Or, the copy is lettered on a small panel, which is cut up jig-saw puzzle style into a dozen pieces, which the "ghosts" (stationed in a prominent window) studiously assemble and reassemble. Or, they might be seriously operating an old "ouija-board," which is made to spell out name of the attraction, display panel carrying the copy. Contemplating use of "ghosts," a newspaper ad might seek to hire a ghost. Running a classfied ad, paper might later carry a picture of one of the "spooks," testifying to the fact that classifieds can even locate a ghost.

Radio or newspaper contest might be based on ghost stories, with the best ones reproduced or read over the air. Tickets for prizes.

"Ghost message" herald might be made, by imprinting copy, and having a *reversed* cut made, so that paper must be held to light to be read (through the paper). Front carries copy: "Hold this 'Ghost Message' to the Light." Or, "Spirit Messages" might be made up by cashier in spare time, using invisible ink, and writing the "message" on slips of paper which carry printed directions for making the "ghost message" appear (the directions that accompany the invisible ink when purchased). Slips are handed to patrons with change.

Perhaps a "spiritualist" might be available, or someone who can perform some of the table lifting tricks of a spiritualist. Might work as center of a display in a window (which cannot be too well lighted), or on stage as a prologue to the trailer.

Midnight showing of a "spooky" attraction can be billed as a "Midnight Thrill Show," publicly inviting all the ghosts in the Great Beyond to attend. Might have man in sheet walk across stage just as feature begins, girl screaming. Skeleton (if one is available) touched with luminous paint carried down aisles as lights black out. Wind effect record played on non-sync or through amplification system. Balloons on which faces have been painted with luminous paint tossed out of the balcony.

Contest for newspaper or radio could be based on imaginary conversations with ghosts of famous departed persons. Cleverest submitted "conversations" winning guest tickets.

Tieup with photographer or snapshot developing place might set contest based on "ghost pictures" (double exposures, one picture being made over another). Photographer might buy ad and install window. Tickets for best "spook pictures."

Story based on ghosts or haunted houses might suggest a "search for a haunted house;" radio and newspaper inquiring for information leading to location of a house having the reputation of being haunted . . . announcing that radio station, "inspired" by theatre's attraction, intends to broadcast direct from the haunted house at midnight, the night before opening of the attraction. Arrangements should be made to take along a group of wrestlers and boxers for "protection" (and their photograph, grouped, ought to be good for newspaper space). Given sufficient publicity, much attention can be focused on the ghost-baiting expedition, and numerous listeners at midnight can be assured. If a house, reputed to be haunted, is located, and written permission of owner secured, station could connect in a line for the broadcast. Some routine of activities for the broadcast must be planned, spooky business and surprises. Sound effect recordings can include howl of wind, hoot of owls, clank of chains, slamming of shutters. Flash lights might "go out" near midnight, with wrestlers "capturing" the ghost, only to find when a light is flashed on that it's one of their number; might clown the thing to a finish with footsteps coming down stairs slowly, and proving to be one of the station's announcers, or local celebrity, who claims he was upstairs playing a game of cards with the ghost, that's why he didn't appear. Police escort and ambulance might wait out front during the broadcast. If there proves to be no available "haunted house", no address would be announced, and the "visit" would be handled as a studio broadcast.

278. PUNS . . . Lobby display, or newspaper contest might invite patrons to "pun the title" of attraction, or a word of title or star's name . . . including it as basis of a sentence (as, using "John:" "John the Navy and see the World.") Attendant in charge of a lobby display is equipped with a book in which patrons might inscribe puns they believe amusing.

Or newspaper classified page contest might invite readers to take any word from the page and include it as part of a pun-sentence. Space on classified page features attraction copy. Tickets for "best" puns.

279. COMPOSITE PICTURES . . . Newspaper contest might be based on a series of composite photographs . . . face pictures of players cut into three sections each, the sections mixed up when reproduced by newspaper, with contestants invited to correctly reassemble the photos, identifying the players, adding a one-word description of each player. Extended over several days. Or, instead of face pictures, full-length photographs might be used, with figures separated into several sections. Or, contest (for newspaper or lobby) might be based on "perfect screen star" suggestions, a composite picture using face, legs, lips, hands (etc.) of different players; or, for most comical combination of features and physical characteristics.

280. CHILDREN . . . Kiddie club might be promoted as a means of boosting kid attendance. Club could be "named" after star or subject appearing regularly at theatre, as after a cartoon character; club would be called the "(name) Club."

Membership cards supplied the members upon filling out application cards . . . the cards to carry corresponding numbers. Name, address, age, birthday, school, grade, parents' names, secured on application card. Membership buttons could be supplied, carrying name of club and number.

Kiddie club meetings might be set for Saturday morning, before the beginning of the show, with a special program for the kids.

Occasional meeting might be broadcast over radio station. Or a regular program might be put on the air. Included in meetings can be songs; entertainers from among the membership, with kiddie master of ceremonies introducing the numbers; occasional speaker on some educational subject or adult entertainer. Officers should be elected. Arrange club song. Entertainers from stage show might appear.

Newspaper might jointly sponsor the club. Paper would devote a column each week to the club's activities, including newsy items, which the "secretary" of the club supplies. Photographs of officers, upon election, should be carried in paper, printing also picture of club "president" presenting honorary membership card number one to Mayor, or to Editor of the paper. Star of coming show may be made an honorary member.

Maybe paper will editorialize on merits of the club.

Ushers can take turns arranging and directing the weekly programs.

Several numbers might be posted each week at box office, and children having corresponding numbers on membership badge or card, to be admitted free. Will make them wear their badges, bring their cards. Promoted prizes might be presented to owners of lucky membership cards (numbers).

Membership card can have a dozen or fifteen spaces, to be punched or stamped, one each week, and the holder entitled to a free admittance for the last space.

From record of birthdays on application cards, greetings and invitations may be mailed members on their birthdays.

Occasional treats might be promoted for entire membership, as ice cream cones from an ice cream company. Promoted gifts might include (during school months) book-covers, name label stickers, imprinted scratch pads.

Timely events might be planned for the club . . . Hallowe'en parties (with appropriate contests), Christmas parties (with promoted or inexpensive gifts for all), pushmobile races, Easter egg hunts. (See 631.)

How about a kiddie newspaper? Making a bid for kid trade, or sponsoring a kiddie club, a small printed folder, made up after the style of tabloid newspaper, might be promoted. Kid members should be elected, or appointed reporters, honorary editors, etc. Business places might cooperate, sponsoring the sheet, and paying for same, or buying space. Activities and personals, birthdays, etc., that constitute news for the kids would be noted, together with plenty of show plugs and ads. Cooperating merchants assist in distribution, or schools may permit them to be distributed.

Kid "beauty contest" or resemblance or impersonation contest might be promoted in connection with attraction featuring child star. Or a doll contest may be suggested.

Kid dance revue might prove an attraction, staged with cooperation of dance schools or various schools.

In tieup with newspaper, readers might be urged to "adopt a child" for a day . . . responsible couples taking charge of a child from an orphanage, with the kid to be treated and entertained for the day . . . including a visit to theatre to see attraction as theatre's guests.

Cooperation with playground authorities can result in announcements for commendable attractions. Tickets might be presented to winners of playgrounds contests.

Junior interviews might be broadcast by a radio station, from theatre when kiddie matinees are featured.

281. **EDITORIAL** . . . Newspapers are generally quick to lend their support, and possibly their endorsement, to anything definitely commendable.

Perhaps newspaper can be persuaded to comment editorially on an attraction that is outstanding as fine entertainment, or educational, or historical.

Theatre sponsorship of a special "show season," or booking of a series of outstanding attractions, which are announced; or improvements which elevate standard of entertainment in the city; introduction of an outstanding stage attraction; any aid or sponsorship of a worthy cause, or effort that is of definite value to the community; any and all of these things might win a story on the editorial page—might even be requested, if the justification is sufficient, and newspaper relations are as friendly as they should be.

282. **SKATERS** . . . Figure skater might write out attraction title, on street or on ice, using a "magazine" of flour on one leg, which is arranged to spill a small stream continuously as he begins to skate, leaving a trail of flour. Skater could travel about town (roller skates), making different streets (or sidewalks), or (ice skates) ice-

skating lagoons. And, of course, skating rinks. Girl skater might possibly be used.

Giant 24-sheet jig-saw puzzle (see 784) might be worked out on floor of a skating rink, by a couple of girl skaters, as a highlight of the evening. Display panels should be placed in skate-rinks if sufficient crowds are being attracted.

Roller skating race might be promoted (through park), with trophy (from star of attraction) for winner. Age limit should be specified, and race might be set for girls only. Ice sports might suggest a trophy, or, "golden skates," named after star of coming attraction.

Couple of attractive girl skaters can travel about town, on sidewalks (with police permission), with copy on their backs: "Skate on down to (theatre) see (attraction), it's Great."

If skating is featured in an attraction, window displays in stores handling skates can be arranged, and perhaps skates can be promoted for winners of contests.

Group of girl skaters, in costumes or bathing suits, could skate to theatre on opening day (or evening) of attraction. Newspaper might carry ad for girl skaters, offering the first so-many arriving free admission, suggesting that they bring their own pillows. Skating rink might arrange for the girls, or girls from stage show might serve. They carry banner: "On our way to see (attraction)."

283. NORTHERN . . . Attraction with Far North background would naturally find "Eskimos," men or girls in heavy furs, distributing heralds. A dog-team might be available, pulling sled about town (in charge of their fur-costumed owner, and with the sled on small wheels if there is no snow—and equipped with brakes). Or several dogs might be secured for lobby exhibition.

Igloo can be constructed as a lobby display and "inhabited" by fur-costumed "Eskimos." Or a real ice igloo might possibly be constructed in winter near skating lagoon . . . panel carrying attraction copy being frozen into the ice or snow used in its construction.

Explorers, or persons who have visited Far North might appear as honor guests opening night of attraction. Perhaps they can be interviewed over radio, including their comment on attraction.

Books on exploration, or on North country should be featured by book stores in tieups. Robert W. Service poems could be featured; and additionally, a radio program might feature reading of one of the poems—"suggested" by the attraction playing theatre.

Ice effect might be used in displays (especially if attraction is playing in summertime).

Fur dealers should go along for full window displays, and perhaps newspaper ads. Radio dealer might put in a window, or buy an ad, calling attention to the fact that through radio, even the Far North is no longer isolated. Refrigerator might be tied in for an ad. Perhaps a taxidermist or zoo or museum might have stuffed polar bear that might be secured for display. Perhaps museum has display of Eskimo articles, which they might permit to be placed on display in theatres; or at least a newspaper feature story might be based on the stuff.

284. PATRIOTISM . . . Aid of patriotic organizations, and those interested in education, might be secured in connection with an attraction that appeals to patriotism.

Announcements at meetings, or letters sent members, will reach them. (Perhaps attraction can be screened for officials in advance, securing their sponsorship.) "Guard of Honor" might be arranged for opening night.

Various evenings might be dedicated to different organizations, urging them to attend on that night. Drum and bugle corps, or bands, supported by patriotic organizations might play.

Patriotic colors and shields used in front displays. Bunting and drapings secured for front. Flag flying from marquee of theatre.

Heralds use patriotic design or color. Miniature button-hole flags might be distributed, with small imprinted tags attached.

If attraction carries patriotic appeal to those of foreign birth or nationality, an evening might be dedicated to those of that nationality. Veterans of some war which involved the country might be located for radio interview. If a Consul or representative of the government is in town, his support might be secured; he might be guest of honor. Medals or flags might be displayed. Support of local veteran or military organization might be secured as a tribute to other country represented.

285. OPENERS . . . Quantity of bottle openers, secured in tieup with bottler or brewer . . . are inserted in imprinted envelopes, or imprinted tags attached. Copy reads: "Get Ready for An Uproarious Opening . . . the opening of (attraction) in (town)." Copy for cooperating bottlers is included. Corkscrews might be used, instead of bottler openers.

Openers, in the shape of a girl's leg, might be secured with attraction imprint stamped on, and distributed in connection with a girl show.

And, too, openers are especially adaptable to attractions dealing, in comedy style, with drinking.

286. QUEEN FOR A DAY . . . Announced as having been suggested by the star of the attraction, and with the cooperation of newspaper and merchants, theatre undertakes to treat a local girl or woman to everything possible, for a day.

Selected girl, or woman, is to become for a day a fine lady similar to character portrayed in the theatre's attraction, or suggested by the title; or to serve as a proxy for the star for a day, and to receive all attentions that star might receive. Title of attraction, or theme, might suggest the stunt, or be adapted to it.

A girl might be selected in a contest conducted in cooperation with newspaper; or a deserving woman might be suggested by welfare organizations.

With attendant newspaper stories, an elaborate program is laid out for the woman selected. Limousine, with liveried chauffeur, drives her about town; to stores, where a complete outfit is promoted for her, together with other gifts; to hotels where she is guest for dinner; to newspaper offices and broadcast stations for interviews, possibly to Mayor's office. She is given every attention possible to arrange, and as many gifts as possible to promote for her. Her evening ends with visit to theatre to witness attraction (which might precede visit to a night club as guest of honor).

Cooperating stores and business places carry copy on the stunt and the attraction which inspired it in their newspaper ads and radio announcements.

287. PRISON . . . Story featuring convicts, or with prison background suggests use of front display panels painted to resemble stone of prison walls. Compo-board jail could be constructed in lobby, with stripe-clad "convicts" inside. Openings in display panels might feature bars, prison window style, with illustrations displayed behind the opening, and through the bars. "Guard," might pace top of marquee, carrying rifle. Sidewalk "barker," in front of theatre, can be costumed in striped convict garb (which can be secured from a costumer). Cashier's window might feature "bars," through which tickets are sold.

Heralds distributed through business section by man in convict costume, title of attraction plainly lettered on both front and back of his costume. He might wear lettered card that carries copy:

"I broke out of jail to see (attraction)." Several men in convict costumes, with signs on their backs, might be handcuffed together, marched along street, man dressed as a warden, or guard, following behind with a rifle.

Display for lobby, or front, might feature articles from prison, or duplicates . . . especially those featured in the story. Reproduce scene from attraction. Police might lend crime apparatus for display.

If a couple of bloodhounds are available, a man dressed as a prison guard might pilot them about town, copy on his back proclaiming that he is looking for (character or star in attraction).

Illustrations from other prison-stories, or actual life pictures of notorious criminals might possibly be used for display. Screening might be arranged for officials (perhaps in prison). Newspaper may be interested in carrying story or editorial dealing with prison reforms. Sirens, such as prisons use, might be occasionally sounded out front. In advance, siren can be placed in front of screen, sounded as trailer hits the screen.

For a street flash, two men, one dressed to appear "tough," the other dressed to resemble police or detective, and handcuffed together, might attract attention. Ad on their backs.

Interviews for radio or newspapers might be arranged for judges, ministers, or prison reformers or for warden of some institution (depending on attraction).

Radio thrill-sketches might be immediately followed by announcements on attraction.

Radio station might do a broadcast from jail or penitentiary in connection with theatre's attraction. . . running a line into jail, or using a mobile transmitter. Announcer tells what happens in jail, talks to prisoners, includes plenty of mention of attraction. His photograph, in stripes, as he prepares to make his prison investigation, might be carried for newspaper space . . . story crediting his trip to jail as "inspired" by theatre's attraction.

288. MASKS . . . Title of attraction is lettered on half-masks (covering the eyes), which are worn by ushers in advance. Especially adaptable for a coming mystery story. They might be worn to "tease" a title, or to arouse curiosity in connection with a coming show . . . lettering title, adding a question mark. Lettered masks might also be worn by persons distributing heralds, in offices, stores.

Full-face paper "masks" might be printed up, using a likeness of star of a coming attraction. The masks might be made round, and sufficiently large to cover the face completely. Small holes are die-cut at the eyes, and small slit is die-cut at the nose, to permit breathing. The "mask" might be folded slightly to more closely fit face (at the same time forcing a slight opening at the nose). Copy on attraction is printed on reverse side of the mask.

Full-face masks can be distributed to children, carrying picture of a star that will especially appeal to them. Or, they can be handed to girls at bathing beaches and swim pools, where they can be used to protect girls' faces from the sun (shielding their faces, while achieving a sun-tan).

289. HANGERS . . . Cards, imprinted on both sides, and with perforation at top where length of string is used to suspend them, might be hung in stores, and in any public places, and in front of theatre and in theatre lobby; smaller cards might be attached inside street cars or buses or ferryboats or trains.

Cards might be die-cut to outline an imprinted illustration (as the figure of a girl; or an airplane). Photograph of the star or a girl, can completely fill in one side of the card;—no copy . . . attraction imprint being carried on other side . . . both sides coming into view as the card revolves (as it will do, if suspended, by a length of string, at the top).

Cards might be made up square, or they might be made up long and narrow. Ordinary window cards can be used for hangers, in theatre lobby or under marquee . . . three cards folded and stapled together back to back to make up a single hanger.

290. INVENTIONS . . . New inventions, or devices that hold public interest, can generally be adapted to a window or lobby. Tiein copy might describe attraction as "just as marvelous;" or describe device and attraction as "two modern miracles." The device made center of a display on attraction.

Displays that depict progress might feature television, sewing machines, airbrakes, telegraph, cotton gin or cotton picker, airplane transportation, photography, wireless, electric lighting, printing, steamships; with patrons invited to name the inventors. Anything new that intrigues interest might be adapted. Queer gadgets, mechanical and electrical, will draw much interested attention.

Similarly, scientific devices which will arrest attention, might possibly be secured and demonstrated in connection with a display on an attraction.

Crazy inventions might be made the basis of a newspaper contest . . . preferably in connection with a comedy . . . contestants to submit drawings of "crazy inventions" of method of bringing into view panel carrying title of theatre attraction.

"Convention of Inventions" might invite local inventors to display their brain-children on mezzanine floor on designated evening. Distributors of various electrical devices might install displays and stores could show latest developments.

291. MAGIC . . . Any mystifying illusion or display of legerdemain is certain to command interest.

An amateur magician or card manipulator might appear, as the center of a window or lobby display, presenting several tricks that conclude with introduction of attraction title. Title might be lettered on backs of cards, which, together, spell out title; or on a length of lettered ribbon which is "produced." If local prestidigitator will not himself serve, perhaps he will agree to teach several simple tricks to someone else, perhaps a girl.

Illusions can occasionally be simply constructed, or they might be rented from a magic supply house, and are always effective.

Illusion of a display floating in air might be simply achieved by holding it from behind, by use of an arm which extends through the background display panel. Attendant, a pretty girl preferably, can pass a large hoop twice over the display "to show that there is nothing holding the display in the air." Actually, when hoop is passed over the display the first time, it is then around arm behind display . . . and in passing over the display the second time, the hoop is brought back to starting point (passing it behind the display). Second "pass" (reversing sides) removing the hoop from over the horizontal arm. Done quickly and easily. Live girl, seated on the end of the "arm," legs or skirt concealing any upward view of the "arm," might be used instead of a display . . . the hoop being sufficiently large to be passed over her. Ends of display are masked in, so that "back-stage" view of operation of the illusion is not visible. Copy on panel might carry the copy: "You can defy the laws of gravitation . . . but you can't defy the laws of Laughter, when you see (attraction)" . . . or other copy as suggested by the attraction.

Books on magic, describing many tricks and illusions are available at book stores and libraries. Amateur magic sets might be purchased cheaply, and tricks from these sets might be used. The sets also make very acceptable prizes for children.

292. LETTER TO STAR . . . Tickets might be offered for cleverest "fan letters" . . . letters to be addressed to star of theatre attraction. Additionally, arrangements might be made to have star answer personally the letter which is selected as winner. Newspaper or radio sponsors the contest; or store can incorporate it in their newspaper ads.

Giant "fan letter" can be made up, using a giant "sheet" of paper, or panel. Message about coming attraction inscribed and on display in lobby, patrons are invited to add their signatures. "Letter" in giant envelope can be sent star . . . with newspapers perhaps using photograph of it being mailed by pretty girl.

293. COMPASS . . . Featured in lobby or window display, as people will generally stop and observe a compass. Display carries copy: "You won't need this to lead you to (theatre) when (attraction) comes to town . . . you'll be able to follow the applause (or 'the laughter')."

Where a direction is indicated in an attraction title, a compass can, of course, be effectively adapted to a display. Might carry copy: "This compass will point the way to (and into attraction copy)."

294. TIRE COVERS . . . Tire covers will prove especially effective on taxicabs as they are continuously on the streets. Also, private cars can carry the covers.

Tire covers might be lettered with theatre name only, with space allotted for attaching imprinted cards, which are changed as program changes.

295. WRONG . . . Contest for newspaper might be based on pictured scenes from current or previous attractions . . . with information carried under illustration, most of which is wrong, some of which is right. Contestants locate "what's wrong here."

Or another character (from an illustration on another attraction) is included in the picture (second illustration being cut out and pasted over illustration used, before having engraving made, making a composite picture). Contestants to locate errors in illustrations, as well as in the accompanying "information."

Novel herald can be based on out-of-date laws, that are still on the records in many places . . . heading the herald: "Is It Wrong? . . . Perhaps Yes, Perhaps No . . ." Following with copy: "Do you know it's wrong, and against the law, to (quoting then a number of the antiquated laws), but its okay, anytime, to see (attraction)."

"Laws" listed can include those out-moded statutes to be found locally still remaining on the statute books, which might be secured from an attorney. Or, some of these obsolete old "regulations" might be used: "In Boston, it is against the law to hiss an actor. In Virginia, to miss church three times. In Maryland, for a wife to rifle her husband's pockets while he sleeps. In Texas, to carry a cane. In Nevada, to listen in on a party line. In Pennsylvania, to sing in a bath tub. In West Virginia, to sneeze on Sunday. In New York, to eavesdrop. In Louisiana, to wear a hat-pin which projects over half an inch from the crown of the hat. In Zion, Ill., to make faces at anyone. In Buffalo, for a girl to wear a college boy's fraternity pin. In North Carolina, it is considered legally a nuisance for a person to swear publicly for two hours. In Georgia, it is illegal to slap a man on the back. In Portland, Maine, to tickle a girl under the chin with a feather duster. In Newark, N. J., to sell ice on Sunday without a doctor's prescription. In Kentucky, those operating a still must blow a whistle; and it is against the law to sleep on the floor of the state house. In Kansas, there is a law limiting the length of shirt-tails. In Pennsylvania, all restaurants are obliged to be equipped with wheel chairs. In Connecticut, all couples in public places must remain at least six inches apart. In Portsmouth, Ohio, ball players are included with vagrants, beggars, thieves and suspicious characters, in being subject to imprisonment if unable to give a reasonable account of themselves. In Ohio, a young girl must not be hired to dance on a tight rope on Sunday— except in a church. In Virginia, no man may beat his wife with a stick thicker than his thumb. In Los Angeles, wearing false whiskers on the street is prohibited." (All of these old laws being subject to error or repeal. Check those applying locally.)

296. ADMISSIONS . . . Card, carrying admission prices should be plainly visible in front of theatre box office. When theatre is closed prices should also be carried on a card which is placed over box office opening and which is lettered: "Good Morning! (Or 'Good Evening,' if theatre closes for supper hour) Theatre Opens at (time), and (prices)."

A two-for-one tieup with newspaper would have the paper devoting large space to theatre's attraction and carrying copy: "Your Guest is Our Guest . . . You are invited to bring a guest free to see (attraction and date). This ad clipped out will admit one person if accompanied by one paid admission." Offer might be limited to include ladies only, or kids only, and confined to a single specified matinee performance. Merchant might cooperate instead of newspaper, buying large newspaper space for the offer . . . which also devotes space to theatre's attraction.

Prices should be carried in ads and displayed especially prominently out front if they are definitely an attraction.

Special early admission price might be made to prevail for a brief period as theatre first opens doors—perhaps fifteen minutes . . . billing the special prices as "Early Bird Prices." Might be used as a daily feature; or only on opening matinee of attraction. All those in line at box office by the time fifteen minutes (or specified time) expires admitted at a special and lower admission price (an usher can be placed in line of waiting patrons as the time expires, with the prices changing as the usher arrives at box office). Or, of course, the special prices could be extended for several hours. Advertising special "Early Bird Prices," a sidewalk man can wear a "bird" costume, with placard bearing price copy about his neck.

Schools and colleges might be favored with a special "student's price," if this business justifies. A special "identification card" might be issued.

Organizations might be made a special group price. Fraternities, sororities, civic and church organizations might be interested.

Consider all contemplated price changes thoroughly and from all angles first.

297. SAFE . . . Panel for lobby or window constructed to resemble a safe, with door (an opening in the panel) "open," revealing an ordinary wastebasket placed within the "safe." Panel carries copy: "The boss accidentally threw a picture of (star) in the wastebasket . . . so we're putting the wastebasket in the safe." Actual photograph might be placed in the wastebasket, raised from bottom so that a portion of it is revealed. Photo of girl or girls in a musical show might be used. Actual safe might be used.

Heralds, in the form of small envelopes, can carry the copy: "If you throw this in the wastebasket . . . Put the wastebasket in the safe!" Inside the envelope is an imprinted card, which carries brief copy on the attraction, devoting most of the space to a photograph . . . preferably of a pretty girl in the show.

Patrons might be invited to try to open a real safe which is used as center of a display . . . with a reward of tickets if they succeed.

Stop numbers might be given, though in jumbled form and without number of turns, and perhaps without final number. Safe is spotlighted, and display on attraction is placed inside it, in case it is opened. Starting from last number, one additional number can be given each day, until all numbers but one are given. Or "clues" to the combination might be carried among the classified ads, in a newspaper tieup. Display copy advises that "burglars" and locksmiths are barred.

298. **SUN DIAL** . . . Large white circle is painted on the sidewalk, in front of theatre, or in prominently located downtown corner. It is noted at what point a shadow of a person standing in the center of the circle will fall at a certain time . . . and a clock face is painted in (the figures) accordingly. Thus, a person stepping to the center of the circle, can tell by the direction of his shadow, the time of the day (approximately).

Copy lettered at top, or across the circle, should suggest, "Stand in the center of the sun dial to learn the correct time." Then follow with copy: "It's time to see (attraction copy)."

299. **MEGAPHONES** . . . Lettered megaphones might be effectively used for announcements at football games, or other competitions which attract crowds.

Printed paper megaphones can be made up by imprinting fold-over sheet of paper of proper pattern, the two edges being stapled together to assume shape of megaphone when rounded out. Distributed at games, megaphones carry copy: "After the game; see (attraction)."

300. **CONCEALED TICKETS** . . . Cooperating store advertises, in newspaper ads, or on display cards in store and in store windows, that some "lucky" packages of a certain commodity will have theatre guest tickets attached (to bottom of packages) or inserted inside same, devoting much space to attraction.

Local distributor of some commodity might work the tieup out with a number of stores, arranging large group of windows and assigning several concealed guest tickets to each store.

Hidden ticket idea might be adapted to theatre, attaching tickets to bottoms of certain seats . . . making an announcement or flashing a trailer which calls attention to the stunt, emphasizing the attraction for which the tickets will be good, suggesting that patrons look under their seats. Lights might go up for a moment so that patrons can check and double check.

Similarly certain restaurant seats might be "lucky," and tickets to go to those selecting the lucky chair (changed each day that tieup continues) . . . and restaurant cooperating with advertising and displays.

301. **WINDOW CONTEST** . . . Might be set with a chain of stores; or in a tieup with distributor of a commodity sold by all stores; or all stores of a certain type, as grocery stores; with prizes offered (cash most effective) for most attractive windows. Stores to submit snapshots of their windows, photos being placed on display

in theatre lobby, with patrons to pick the winner by casting their votes in a receptacle which is provided.

Store patrons can secure vote blanks at stores, but they should be deposited at theatre.

Windows to combine a display of merchandise and theatre display material. Tieing up with a distributor, who aids in securing the windows, the merchandise used in the window must be that sold by the distributor (as breakfast food, or soap).

Contest will assure a multitude of attractive window-displays all over the city.

In connection with an outstanding attraction, or inaugurating a "special (attraction title) week," merchants' association or chamber of commerce might cooperate in working out a display window contest, with all downtown stores competing. Cash prize or trophy to go to window adjudged best, and all to in some way tie in with theatre's attraction. Trailer in theatre should direct attention to the contest, and a scheduled "unveiling" of all windows at a designated time on the day attraction opens, with public urged to come downtown and go window shopping before attending show. Newspaper should cooperate, selling stores special ads on the items they will feature, and according the stunt news stories.

302. SULTAN . . . Dressed in Oriental costume, turban, robes, man travels about downtown section, carrying copy on his back: "I left my Harem to see those gorgeous dames (or name of feminine star) in (attraction)." Or, carrying no banners, he might hand out small imprinted cards that carry the copy. Or a couple of girls in Oriental get-up might accompany the "Sultan," handing out the cards (in this event, cards imprinted: "He left his harem, etc.)" Or, he might ride about town in a bannered limousine.

Adapted to lobby, "Sultan" might pose as the center of a built-up display on the attraction, spotlighted and imperturbably smoking an Oriental pipe . . . copy on panel proclaiming: "He left his Harem to see (star or girls) and he's waiting until (attraction) comes to (theatre) on (day)."

303. COSTUMES AND PROPS . . . With cooperation of studios, actual costumes or articles used in an attraction might possibly be secured and placed on display in a prominently located window. Style store featuring dresses like those worn in attraction, might place the original in a window together with a copy. Similarly, various articles.

Duplication of articles identified with an attraction might be made the basis of a window display. Replica of jewel or jewels might be displayed in a jeweler's window. Or a duplication of a costume, together with photos from attraction showing the original. Various articles might be duplicated.

304. **TEAMS** . . . Where an attraction features a well-known team of players, a contest for newspaper or radio might be based on famous teams of history, radio, comics, stage, etc. One name of the teams announced, with contestants to supply the accompanying name. Star team, from attraction, should head the list, and illustrations (for newspaper) should show scenes from attraction. Currently popular teams might be used in combination with those of history or fiction. In addition to contemporary teams, those listed might include Adam and Eve, Leander and Hero, Jack and Jill, Punch and Judy, Tristram and Isolde, Antony and Cleopatra, Othello and Desdemona, Sampson and Delilah.

Pals portrayed in an attraction might suggest a contest based on famous pals of history.

305. **SHOCKING** . . . Penny arcade "shock machine" might be secured, or electrician might construct one, with shock delivered from small batteries when two handles to machine are grasped. Made the center of a display, a panel carries the copy: "Do You Want a Shock? Hold the handles (etc.) And if you want a REAL Shock, see (attraction)."

306. **WISHING WELL** . . . Novel display for lobby is designed after the style of an old-fashioned well, possibly even including the bucket, or a reproduction of one, hanging above the well. Copy suggests that patrons look in "The Wishing Well," and make a wish, and that they'll learn how to win happiness. Looking into well, they see a mirror, on top of which cutout letters have been placed (appearing to be floating on surface of water), carrying: "Message," "see (attraction)." Pretty girl, costumed, at the well might invite patrons to take a look and make a wish.

307. **NEWS-STANDS** . . . Newspaper or magazine tieup would suggest use of large cards directing attention to both the magazine and attraction. Cards displayed at news-stands and where-ever magazines or papers are handled.

Heralds might be inserted in papers, particularly Sunday papers, on stands.

Bricks with attraction title lettered on (in oil) might be supplied news-stands, being used to hold down stacks of newspapers. Both sides of bricks should be lettered.

Papers and magazines might be rubber-stamped. Or small stickers might be attached. (*See "News-stands."*)

308. SOAP BOX ORATOR . . . Adaptable to most attractions, a man (or a girl) makes a "stump speech" which refers convincingly to action and incidents that theatre's attraction pictures . . . the speech being concluded with: "If you don't think I'm right, go see (attraction) at (theatre)."

The speech must be prepared along briefly interesting lines, and must be delivered convincingly. "Speaker" should take a soap box along with him, and arriving at prominent corners or parks, he places the box on the sidewalk, mounts it, and goes into his oration. Hecklers might be arranged, to mingle with the crowds, ask questions which the speaker answers. Concluding his "pitch," the orator moves along to another prominent location, where stunt is repeated. And if he's pinched for disturbing the peace, it ought to make a good news story before he's bailed out.

309. TRAVEL . . . Transportation systems—railroads, airlines, bus lines, should all be willing and glad to cooperate if attraction features or suggests travel . . . arranging window displays, placing displays in their waiting rooms, including copy in any ads.

Travel agencies and bureaus will install window displays if travel or foreign locale is featured. And perhaps including mention in travel letters they mail out . . . or attaching imprinted stickers to their correspondence, or rubber-stamping travel literature. Maybe travel agency will buy newspaper space.

Large globe of world might be used as center of a window display, perhaps revolving. Copy: "In all the World . . . No Thrills (or 'Laughs,' or 'Excitement') such as you will enjoy in (attraction)." (A window tieup that might be used in connection with any attraction, regardless of travel angle.)

Giant map of area attraction refers to could be effectively used, perhaps especially blown-up or enlarged, for window or lobby. Stills attached directly to the map.

Theatre front, or canopy top might feature a giant globe of the world . . . which might be made to mechanically revolve (with attraction title attached, using cutout letters).

Heralds might be made up to resemble a passport, or a railroad or boat ticket.

Luggage store should be a "natural" for a window display. Other stores can feature travel outfits (clothes) installing windows.

310. NEWS COMMENTATOR . . . In tieup with newspaper, well-known columnist from the paper, or the editor, appears at theatre (on stage) several times each day with late news flashes which he announces, using house amplification system. Or, more conveniently, he might phone the late news flashes to the theatre, where they are read off (in dramatic news-flash style) while a silent film is run on the screen—a film which has been especially photographed in the newspaper editor's office, and which shows him busily engaged in his usual activities. Newspaper stories should mention the stunt.

Radio news commentator might mention theatre's attraction and offer guest tickets for the first ten persons phoning him if he makes a mistake in pronunciation in his news announcements.

311. PROCLAMATION . . . Mayor might be persuaded to issue a "proclamation" honoring the star of the attraction; or designating a certain specified week as "Laugh Week," or "(name of star) Week;" or after some angle suggested by the attraction. Proclamation could welcome a star or stage show.

Cut made of the proclamation should be carried in the newspapers and papers might carry it as a news item.

Original proclamation, or blowup of same, might be used as a lobby display.

Or, if Mayor won't issue a proclamation, an advertisement could be headed (perhaps with approval of Mayor): "If I were Mayor of (city), I'd issue this Proclamation: (then following with copy on attraction in proclamation style)."

312. COURT, LEGISLATURE OR ASSEMBLY . . . When an attraction carries a definite moral lesson, or sets a splendid example, it might be possible to have a friendly judge sentence some juvenile culprit to witness the attraction . . . arranging with newspaper to carry story, perhaps with photos. Attraction should be screened in advance for the judge, so that he can be certain that his actions will be justified.

Star of stage show might be introduced in court, perhaps sitting with the judge through a session.

Or, perhaps arrangements might be made to have stage star appear before a legislative body.

Or, a picture could be screened in assembly room, for legislature or other law-making body, using portable projection equipment. Or, for Governor.

Newspaper should go along for stories and pictures.

313. VACANT STORES . . . and even vacant lots . . .

sometimes offer ideal spots for cutout displays, and for lithographs.

Check business section and prominent locations.

314. GREETINGS . . . New arrivals in city might be greeted with a special card of welcome, and invited to see a show as guests of theatre (on presentation of card at box office).

A tieup with several merchants or manufacturers might make it possible to present new arrivals with samples of the commodities sold by the cooperating business places, together with tickets.

Names of new-comers can be secured from Chamber of Commerce or from Power & Light Company.

Similarly, cards of congratulation could be sent to newlywed couples, to couples celebrating wedding anniversaries, birthdays, graduates, new babies.

Drug store or confectionery can offer new arrivals a get-acquainted soda on presentation of card (which is then stamped, and to be then used for admission at theatre). Store shares cost of printing and mailing the cards.

315. GIRL FRIEND . . . Small envelopes, imprinted: "We dare you to give this to your Girl Friend!" are handed to men as they leave theatre (and when accompanied by a lady). Inside the envelope a small card carries copy: "Please let me take you to see (attraction) when it comes to (theatre)." Or, folder type herald might be used with the "dare" copy on front page, and the request copy on inner page; attraction copy on reverse side.

Reverse angle would have herald handed to ladies (to be handed by them to their escorts), using copy: "Please take me to see (attraction)."

Or, a small folder, to be handed ladies leaving theatre with their escorts, carries copy: "Dear Lady . . . Here's the way to see one of the year's outstanding shows . . ." Page two then lists attraction title and cast, and carries copy: "I'd like to see this show" and dotted lines where lady's name may be signed. Page three says: "Tear off opposite page and hand it to your boy friend, telling him you want to see (attraction)."

Envelope handed men accompanied by girl friends is imprinted: "Don't show this to your girl friend!" Small card inside the envelope, reads, in script: "Be sure and see me at (theatre) on (day,)" the "message" being signed with name of feminine star of attraction. Attraction imprint on reverse side removes any danger of misunderstanding. Also adaptable to a folder. Might be handed out by attractive girls, as patrons leave theatre.

316. ICE . . . Printed cards, paraffined, might be frozen in cakes of ice through special arrangements with ice company. Ice-enclosed cards being placed in prominent locations (where there is no danger of anyone falling over them.)

Objects can be frozen into ice, including waxed display card on attraction, and items suggested by the show. Cutout letters might be connected by wire and frozen. Roses could be included in a block of ice. Also, perhaps a few guest tickets, which will attract attention, crowds waiting until the ice melts down to them. Tickets might be offered for best estimates as to time it takes for the ice to melt.

Ice cakes might be adapted to "cool" advertising, freezing cards carrying "cool" copy into the cakes. Used in window or lobby, ice-cake must be placed in receptacle that is large enough to hold water when it melts.

Girls from stage show might be pictured (for summertime) at a swim pool, in bathing suits, seated on blocks of ice. Newspaper photograph (arranged in advance) points out easy method to beat the heat.

317. COURT OF BEAUTY . . . A campaign can be built about the selection of a "Court of Beauty," who are to "sponsor" or welcome arrival in city of theatre's attraction.

Selected in advance, in contests conducted by night clubs or swimming pools or on theatre stage, this group of pretty girls will meet the arriving star, or "receive the film" (at theatre, opening day, or at railroad station or airport. See 140).

Week in advance of attraction, the girls, after their selection, are introduced as the "(attraction) Court of Beauty)" at night-spots, restaurants, swimming pool, luncheon clubs, where they are guests of honor. Newspaper should carry picture of the winning girls (who can be two red heads, two blondes, two brunettes). Other activities can be planned for them. Swim pool or dance spot sponsoring the selection will naturally make announcements. Girls should be on hand on opening night, in evening gowns, acting as hostesses.

318. SIDEWALK CAMERAMAN . . . Copying manner of sidewalk cameramen who snap pictures of persons passing, handing them a card which makes it possible to secure a print of the picture, man carrying a camera, apparently takes pictures of those approaching. He actually takes no pictures, but hands person towards whom the camera was aimed, a card which is imprinted: "The Greatest

Picture Ever Made . . . (and into copy on attraction);" or: "We didn't really take your picture . . . we just want to call your attention to a real picture (and into attraction copy)."

Man (or girl) snapping the pictures might be costumed as suggested by attraction.

319. GYPSY . . . Traveling about downtown section, girls dressed as gypsies could carry copy on their backs: "Even the Gypsies are coming to town to see (attraction)." Or, they might hand out imprinted cards which carry the copy.

If gypsy theme or musical number is featured in an attraction, a "gypsy" violinist, and a dancer (both in costume), may appear in lobby, in advance, as center of a display panel on the attraction; or, with copy on violinist's back, they might travel about city. Perhaps a hurdy-gurdy can be secured, and with man and girl in costume, sent about city.

Gypsy fortune telling booth in lobby, or store, has pretty girl "telling their future," and handing out a card that carries the prophecy that they're going to see (attraction).

320. SIMILES AND HYPERBOLES . . . Contest, for radio newspaper or lobby, might be based on construction of most amusing hyperbole (an exaggerated comparison . . . as: "Such a good salesman he could sell nighties to nudists," or "Fans to Eskimos.") Tickets for best ones submitted.

Commonly used similes might be made the basis of a contest, with prize for the longest list of commonly used and generally known similes (as "busy as a bee"); and including a new and original simile suggested by the attraction.

For newspaper, illustrate with scenes from attraction, and if attraction does not actually suggest the contest, it might be described as the star's pet contest.

321. RETURN TO LIFE . . . Portrayal in an attraction of walking dead, or bringing of dead back to life, or other angle dealing with life and death, might suggest a display which features scientific apparatus. Or "scientific" setup, including test tubes, neon lights that periodically flash on, simultaneously with a buzzer . . . and with man, or girl, dressed as character in the attraction, and as center of the display, perhaps on an operating table, periodically slowly "coming to life."

Perhaps someone might be located who may have been very near to death, or apparently dead and then revived. His story ought to be interesting for newspaper or radio, including comment on the attraction.

Pallid persons, in sheets, can patrol top of canopy.

322. LOVE ADVICE . . . Girl seated at table, is center of display in lobby or store window. Display panels invite patrons to bring their love problems to her. Used in connection with attraction that deals romantic angle heavy. Those stopping to speak to girl are advised to see the attraction for a perfect example of romantic happiness. Used in a window, amplification makes it possible for her to speak to those passing; or her conversation with those tallking with her might be broadcast to the street . . . using several "stooges" who ask for her "advice," bringing humorous love problems. Girls should be pretty, attractively costumed.

Letter, outlining problem similar to that portrayed in attraction, might be reproduced in newspaper's "Lonely Hearts" column. Letter might even mention attraction title. Arranging with reporter who conducts the column in advance, he might even mention attraction in his comment.

323. MAKE-UP TABLE . . . Small table, in lobby as center of a display, faces a large mirror, which has light sockets (and lights) surrounding it, top and sides, after the fashion of dressing room make-up mirrors backstage. "Props" on the table include photograph of stars of coming attraction, and cosmetics which co-operating druggist might wish displayed.

Copy on the mirror, or on small easel card invites women patrons to use "(star's) Make-up Table" . . . and additionally, they might be invited to compare their lips with those of the star, whose photograph is on display.

Especially adaptable to attraction that deals with backstage story. Or, in connection with stage show, one of the girls in the show (or a local, as "proxy" for her) might actually "make up" at the table on opening night (clad in brief dance costume, and applying the cosmetics). Or a local girl might be stationed at the mirror, apparently applying makeup . . . turning and handing heralds to those whose attention is attracted; or, the mirror might be unopaqued, and she can occasionally press button which illuminates display behind the mirror (mirror becoming transparent, and the display coming into view).

If attractive blonde (or red hair) wigs can be obtained, they might be made available, and women patrons invited to try them on.

Especially adaptable if star of attraction is vivid blonde, or famous for color of hair.

Or couple of attractive girls can carry small tables and folding camp stools about town, which they place on prominent corners, proceeding to make themselves up . . . rouge, lipstick, etc. Panels on front of tables carry copy: "We want to look our best . . . we're going to see (attraction) at (theatre)."

324. LECTURERS, SPEAKERS . . . Occasionally an authority on some subject suggested by an attraction will be found available . . . and in connection with certain attractions the services of such person can prove very valuable. He might make appearances at clubs, or schools, organization meetings, meetings of department store employees, before women's organizations, Little Theatre Groups and Drama Clubs; at factories, and over radio, making talks which are designed to sell the attraction.

He might make a brief talk from theatre stage as a prologue to the trailer on the attraction.

Theatre manager can occasionally place special emphasis on a coming attraction, by briefly addressing audiences from stage about it.

325. LUCKY . . . Newspaper or program contest can list lucky telephone numbers, selected at random from telephone book, including them in ads. Those discovering their telephone numbers, and identifying themselves at newspaper office, to get guest tickets.

Might be used to add interest to a cooperative page. Or classified page might carry the numbers throughout classified ads . . . with space on page devoted to attraction.

Similarly automobile numbers might be used. Or names, instead of numbers.

Stores could list lucky numbers or names in their window or newspaper ad. Lucky ones to receive tickets . . . and the store giving the attraction space in their newspaper ads, windows.

Lucky names or numbers might be used as a radio feature, calling out the lucky ones selected. Merchant may cooperate, adding the stunt to a sponsored program, announcing theatre's attraction.

Emphasing "lucky" angle, newspaper contest might be based on "my luckiest day," or "experience."

326. SOCIETY REPORTERS . . . In tieup with newspaper, tickets (mentioning attraction) are offered for social items phoned and used on society page. Or, most interesting society item of each day.

Especially effective in connection with society drama.

327. PIRATES . . . "Pirate Ball," at cooperating ballroom or night club, invites public to attend in costume, with tickets for best costumes.

Pretty girls in brief pirate outfits distribute heralds, which suggest that an attached key be tried in the lock on a pirate chest in theatre lobby . . . those opening the lock to win tickets.

Ushers and cashiers, barker on sidewalk, might wear pirate getups.

Candy store window can feature a "treasure chest" of butterscotch wafers (which resemble "pieces-of-eight"), with cutout pirate figure. Tickets offered for best estimate of number of wafers in the window.

Display in lobby, featuring a chest of the butterscotch "gold-pieces," is in charge of a pretty girl "pirate," who hands out the wafers to patrons.

Ship models, flying pirate flags (skull and cross-bones), can be used for window displays. Ship model in a bottle might be secured.

Selections from "Pirates of Penzance" might be featured over radio station, dedicated to the attraction.

Kids can be invited to draw pictures or color pictures of pirate ships, with tickets or other prize for the best. Or they might be asked to write a letter about pirates, with best letter to win. Kid pirate matinee could be staged, with prizes offered for kids in best pirate get-ups.

Book stores might feature Robt. Lewis Stevenson stories and other yarns about pirates; also libraries. Perhaps pirate relics might be available for display.

Pirate galleon might be constructed atop canopy, with pirates "walking the decks."

Float could be constructed over a truck or flat street car to resemble a pirate galleon, with group of "pirates" (mostly attractive girls) aboard. A boat, in seaport town, might be disguised to resemble pirate vessel, flying black flag and properly bannered.

328. LANGUAGE, FOREIGN . . . An attraction that features a foreign star, or has a foreign setting suggests, naturally, an appeal to those who speak the language, nationals of that country or language students.

Language newspapers might be used for advertisements and stories. Heralds, printed in the language, should be distributed to those who speak the language. Patriotic societies and nationality organizations might be contacted, having announcements made at meetings. Certain night may be dedicated to the nationality, members urged to attend.

Telephone calls could use a person speaking both the foreign language, and English. Swift and brief message in the foreign language, is followed in English with, "In other words, don't miss seeing (attraction) at (theatre)."

In appealing to foreigners, someone of their own race can gain best results (he can address them in their own language, contact the officials of their organizations, arrange to sell tickets in advance).

With a heavy foreign population, perhaps an occasional attraction in their language might be shown at a late show. With the support of their organizations, it should prove successful.

329. SKIS . . . Novel street stunt can be arranged by constructing oversize "skis" over back wheels of automobile. Wheels are concealed, and car appears to be traveling around on the skis . . . while actually, wheels fit through an opening in the skis, to reach the ground. Car will attract more attention when there is no snow. Driver should be costumed in furs, banners carrying copy: "I skied all the way from Alaska, just to see (attraction)."

If ski-jumping is featured in a screen attraction, local ski-jumpers (if any) should be contacted. Local champ jumper might be persuaded to appear in person, perhaps interviewed over radio from theatre lobby on opening night. Stores might feature displays of skis, ski clothes and displays on attraction.

With heavy snow, couple of girls in ski-pants, traveling along on skis, could wear signs, "We're skiing along to the (theatre) to see (attraction)."

330. JINGLES, PERSONALTIES IN RHYTHM . . . Contest, for program, radio, newspaper or lobby flash, asks patrons to describe the players in a coming show in rhyme. Best jingles receiving tickets

331. SMALL TOWNS . . . within drawing radius, might be visited, arrangements made with leading store to keep a poster or window card on display in the store. Possibly cards can be mailed each week, together with guest tickets, for merchant to place on display.

Newspapers in the smaller towns, perhaps weekly papers, will often run prepared stories or cuts sent them. Preferably scene cuts, or mats, carrying attractive girl illustrations. The type might be previously set, mats or type-high cuts made up and supplied the papers. Letter accompanying the mats, or cuts, asks them to run same if at all possible, and invites editor to make use of the enclosed guest tickets. Arrangements might be made to supply a cut or story each week on the same basis.

Operating in very small towns, exploitation of attractions naturally has definite limitations. At the same time, every potential patron in the community can be reached with much less effort and expense. A monthly calendar, listing the attractions on the dates they are to play, will aid in letting them know what's playing. A few window cards, strategically and regularly placed. Telephone calls. Rural routes can be reached by cards or heralds, addressed to "box holder" (if names are not available). Theatre can be made the center of the community, around which everything else revolves, with a minimum amount of effort, but with proper spirit of cooperation, in a small town.

Personal contact is of major importance in a small town . . . meeting and greeting patrons, membership in organizations, clubs. Theatre operation can, and should, be on a high standard, with a clean, neat theatre and good projection. Purchases should be made locally if prices permit. Intelligent bookings are most important. High-powered stuff may be of little use in a small town, but the theatre operator must be a showman.

332. IDENTIFY THE BODY . . . Photos of well-known feminine stars have head of comedian (featured in theatre's attraction) superimposed (the composite picture, giving the effect of comedian's head on the girl's body). Or if several comedians are featured, several figures might be used each day. Reproducing the composite pictures, accompanying newspaper stories say that comedian invites readers to see if they can "identify the body" (of feminine stars pictured). Correct answers might be carried an another page to which readers are referred; or tickets might be offered for first correct answers.

333. MUSEUM . . . Cooperation of a museum will often make available for display purposes in lobby or window, items which might be suggested by the attraction, or which may be used for comparison in a display. Or a display panel might be placed in the museum. Or photographic reproductions of items or documents within the museum might be used to illustrate a newspaper feature.

334. FAMOUS MEN AND WOMEN . . . Newspaper contest in connection with attraction that portrays a renowned character, would have contestants submit a list of five, or ten, famous (and departed) men (or women) that they would call back to life were they so empowered. And why. Art from attraction as illustration. An attraction dealing with life and death, or with supernatural or reincarnation or spiritualism, is, of course, a "natural" for this contest.

335. ENDORSEMENTS . . . Attractions often merit and suggest the endorsement of certain groups or organizations. Endorsement could be used in publicity, or called to the attention of membership of the organization. The endorsement might be used in lobby and newspaper. Heads of organizations, or a committee might see a screening in advance of regular showing.

Organization (women's club, possibly) might permit a letter to be sent out on their stationery and signed by them, endorsing the attraction. Sent to their mailing list, and to others who would be interested. Theatres handle printing, mailing.

Personal endorsement of manager of theatre can be used to add importance to an occasional attraction. Should definitely be a first-rate attraction that audiences are certain to like; though possibly one that also needs a little lift. Endorsement might be worded: "If I had but one more picture to see this year, it would be (name of attraction) (and sign name of manager)." Underline theatre play dates. Endorsement might be used in newspaper ads, and on lobby panels, window cards and imprinted stickers.

336. BROADWAY . . . With a Times Square background, Broadway songs might be featured over radio and by leading orchestra, dedicated to theatre's attraction.

Perhaps, with newspaper cooperation, the main street might, for a single day, be officially renamed "Broadway," with merchants cooperating to make it a special sales day, advertising "Broadway values at Main Street prices." Mayor's official proclamation and Chamber of Commerce support might mark the renaming. Cross-streets might be "numbered" similar to those that cross Broadway near Times Square.

Grand opening ceremonies in front of theatre (See 11) can be billed as "Broadway Night," and "Broadway comes to (town)."

337. CLIMAX . . . Giving brief synopsis of an attraction, except the ending (*and not giving away too much of the plot*), patrons are invited, through newspaper or radio tieup, to complete the story. Cleverest suggestion for an ending wins. Illustrate for newspaper use with art from the attraction.

Highlight or climax of an attraction, usually the ending, might be made the focal point of attention by announcing that patrons will not be seated during that period (as, "the last five minutes"). Patrons might be asked, in trailer which precedes, or follows the feature attraction, to refrain from telling their friends about the ending of the attraction (that they might not spoil their friend's pleasure in witnessing it for himself) . . . with similar copy carried in newspaper ads.

338. POST CARDS . . . Imprinted post cards often provide an economical way to get a message to the mailing list . . . or to a list of persons to which the attraction would particularly appeal.

Post cards (provided by hotels for the use of guests) might be secured from a hotel in a distant and important city. Addressing the cards to local mailing list, and imprinting a message (writing the message, or using reproduction of handwriting), stamps are attached and cards are returned to the hotel, or to someone in the distant city, to be mailed . . . so that when they arrive locally they will bear the postmark of the other town. Message should go something like this: "Hello! Having a wonderful time! This is a swell hotel! Just saw (attraction) and think it is marvelous. Don't miss it when it comes to (city). Regards to the gang." Sign girl's name, or, to avoid any domestic consequences, sign man's name and girl's name, as "Mary and Charles." If possible have same person writing "message" address the cards so that handwriting is identical.

Locally made post cards could carry message (in longhand, written or imprinted), "Dear . . . Am in (town) and want you to be sure and see me. Will be here until (day). See me at (theatre) (sign name of girl star; or attraction title, if it is girl's name)." Ad on attraction carried on reverse side.

339. DAIRIES . . . Cooperation of Dairies, or Dairy Council (organization of local dairies) could result in their using photograph of star of coming attraction in their newspaper ads, emphasizing that motion picture stars must be hardy, healthy . . . and that the healthiest of foods is milk, etc.

Caps placed atop milk bottles might be imprinted, using attraction copy, or cut of star of an attraction. Those of a certain color (posted at theatre) would win guest tickets (the number of the lucky color being limited). Or numbered, they might check a list of numbers.

Cards, placed about the necks of bottles of milk by dairies, can carry copy on theatre's attraction, with dairy tiein line at top.

Milk or dairy angle in a story will receive support of local dairies, with banners being placed on their trucks and wagons, and perhaps a parade of bannered wagons. Perhaps a "cow milking contest" might be staged, in a public place, or on stage . . . with pretty milk-maids performing. Milk drinks could be featured by fountains. Milk wagon, bannered, with a group of pretty girls as "milk-men" could tour business section, handing out heralds on the attraction.

Tieup with dairy might be worked out where local sculptor (check with art school) models figures or scenes as suggested by a coming attraction from butter. He works in a refrigerated room, and the figures are displayed in advance in theatre's lobby in refrigerated show cases. Dairy pays the "sculptor" since it's a great ad for them, but it's also an excellent ad for the coming attraction.

340. PENNIES . . . Cards for distribution, printed with two die-cut slits at top, so that pennies can be attached to the cards (or pennies might be pasted to the cards), carry copy: "May we offer you this penny for a moment of your time, to call your attention to (attraction)." Or, "Here's your start toward your first million . . . and for a million laughs see (attraction)."

341. BRIDGE, CARDS, GAMBLING . . . If cards or gambling is prominent in theme or title, cards (actual playing cards or enlarged replicas of same) might be used prominently in lobby and front displays.

Novel herald is printed in shape and size of a playing card, with ace, diamond, club, heart, in correct colors, printed in the four corners. Copy imprinted in center: "Aces in Entertainment . . . (and into copy on attraction)." Or, cards made up to resemble ace of hearts, might feature a drawing of star of attraction, with attraction title carried.

Good looking girl stationed at certain (specified) times in front of box office, invites patrons to draw a card. If they draw an ace (or card suggested by attraction), they also draw a gratis admission.

Or card manipulator might be secured; and after running through several manipulations, he invites those whose attention has been attracted to draw a card, or distributes them. Substituting "decks," each card distributed carries an imprint on theatre's attraction.

Letters can be sent bridge clubs, if playing of bridge is featured in the attraction. Guest tickets supplied as prizes will assure mention. A Bridge Tournament might be arranged for mezzanine floor or lobby, if space permits, and if local enthusiasm is sufficiently high.

Small table, equipped with a deck of cards, might be made part of a lobby display . . . with patrons invited to play a game of solitaire, with guest tickets as a prize if they "win."

Gambling equipment might be possibly borrowed for display from police department.

Cardboard could be die-cut in shape of poker chips, and imprinted, for distribution.

342. CURVES . . . Highway curves are generally strategic spots for display panels, or cards, affording "head-on" location for the display.

In connection with girl show or musical, cards might be imprinted: "Curves Ahead," or "Dangerous Curves Ahead" . . . and then, in smaller type, carrying copy on the attraction. Cards, larger size, are tacked along highways, along streets (following street car and bus routes and main traffic arteries).

343. INTELLIGENCE TEST . . . Using scenes from attraction, newspaper reproduces one each day, asking readers to gaze intently at the illustration for two minutes, then to turn to another specified page, where a list of ten or more questions is based on the illustration . . . asking questions about the illustration, and position of persons and articles. Checks powers of observation.

No prizes are required as the stunt is purely an interesting newspaper feature. Accompanying stories point out that the scenes are from theatre's attraction.

Idea might be adapted to heralds, printing scene, together with attraction copy on one side of the herald, then printing list of questions on the reverse side.

344. CIRCUS GROUNDS . . . where thousands are attracted, should be bannered, or heralds distributed. Contact circus publicity representative with the show. Frequently they will permit banners to be placed in the menagerie (perhaps theatre might screen a picture for the circus people, if time permits).

Banners on elephants for parade and showing in big top can generally be purchased.

345. TRAILERS PREMIER . . . Patrons might be invited to come early on a designated matinee (through screen announcements, or ads), and "to witness a special preview of scenes from coming attractions." With coffee (or tea), and cakes (promoted) being served, while the patrons witness the scenes from coming shows.

Following the showing of a series of trailers on coming attraction, connected one after the other, and minus date strips, the regular matinee showing of the regular program is begun.

346. STILL POST CARD . . . Using a still from attraction, artist draws in a conversation "balloon" (as used in comic strips), and in tieup with store or business place, character in the illustration is made to mention the values or special items at the cooperating store. Engraving is made of the still, post card size, and printed on cards, which the store sends out to the mailing list. Side panels, also the work of the artist, carry copy on theatre's attraction. Merchant shares cost of card and mailing, since it gives him a novel ad.

347. COMMITTEE . . . A group of club members, or members of women's clubs, might be organized to "sponsor" the showing of an outstanding attraction. Invited to a "tea," or luncheon, the attraction is discussed, and their support solicited. Or, a luncheon club might be asked to lend their names to the committee "sponsoring" the appearance of the attraction in (town).

Aside from actual talk about the attraction that formation of a "committee" will create, society page and other newspaper mention should naturally follow. Names of the members of the committee could be used on special letterhead on which a letter is sent to the mailing list calling attention to the attraction.

Perhaps the attraction will appeal to certain people, or to certain groups, who would be glad to have their names used in connection with it. Names of "sponsors" would be carried on letters in connection with an important motion picture, or an opera, or an outstanding stage attraction.

348. TOPSY-TURVY . . . Comedy attraction might suggest novel window or lobby display that features table attached, sideways, by the legs to an upright panel, with dishes, usual table equipment, and perhaps some "prop" "food" attached in correct place "on" the table. Since table is at angle, everything must be attached tightly, so that it doesn't fall off. Panel carries copy: "This table is reserved for (star). It ought to please him, as everything is topsy-turvy and crazy in (attraction)." Other crazy touches might be added if used for window display . . . as false teeth in a gold-fish bowl, "flowers" "growing" out of an upside-down and opened umbrella, etc.

"Upside down Man" can be used for street bally . . . man appearing to be walking on his hands. He merely reverses costume, painting shoes to resemble hands, placing his feet through the sleeves of a coat, with an attached dummy head held in place, and with trousers on over his head; wood braces (held on man's shoulders) hold the trouser "legs" upright, with shoes attached to upper end of each extension. Copy on his "back" might read: "Everything's Topsy Turvy in (attraction)."

Block of type, set upside-down at top of a newspaper ad could carry copy, "The Whole Town's Topsy-turvy . . . just like this type . . . over this hit!"

349. SUMMONS . . . Foldover herald printed up after style of a regular court summons, carries copy: "Summons (in script type)." Inside imprint: "You are hereby summoned to attend (theatre) to witness (attraction and cast)." Star's name can be "signed." Sticker "seals" might be secured cheaply in quantity from a stationer, and attached to the front page of the herald.

Traffic Violations type "summons" might be made up after style of a regular summons, and attached to windshields of parked cars. Okay of police department should be secured, and copy in support of police safety-drive can be included.

350. $500 A SEAT . . . Novel stunt that will create much talk and break newspapers for stories. First move is ad in newspapers headed: "$500.00 a Seat" . . . and, then, in smaller type, asking if there is anyone in town willing to spend five hundred dollars for an evening's entertainment . . . with the money to go to a very commendable charity (which is specified).

Ad further advises that, for the specified amount, the theatre will present a private preview of the attraction, for the exclusive delectation of any individual who would be humored by an advance showing in solitude . . . adding that only one person (who might bring one guest) would be thus accommodated, and for but a single performance.

Conclude with copy: "$500.00 for one seat . . . and (picture) is yours . . . (and copy on picture)."

Amount might be changed to $100.00 if $500.00 is out of the question, or $1000.00 if there is possibility that someone might go for a donation of that amount to community fund or to some charity .

If some drive for funds, community fund, etc., is current, the ad might be tied in to the drive, with the private showing to go to first person making a donation of the required amount.

If a taker is found, newspaper should use picture of him sitting in the theatre looking at picture, surrounded by empty seats.

Newspaper could sponsor the stunt in connection with one of their pet funds, in which event it would be assured plenty of newspaper space.

351. PROBLEM . . . Contest for newspaper or radio might ask contestants to tell what they would do if confronted by problem which character in story faces. Featuring "What would *you* do" angle, contest for newspaper use would be illustrated with scenes from the attraction.

352. FORESTRY . . . Attraction with forest or backwoods background might suggest newspaper contest based on identification of leaves of trees and plants; or of tracks of wild animals.

Window or lobby display might be arranged with boys scout or forestry department aid . . . and including display material on attraction. Authority on forestry, or boy scouts with forestry training, could appear in theatre lobby opening evening, being interviewed over radio and for benefit of patrons.

353. CHAIN LETTERS . . . Periodically popular, the "chain letter" might be made the basis of a herald, listing names of stars of attraction in chain letter style, and carrying the message: "Take (amount) to (theatre) box office . . . ask for a ticket to see (attraction). You'll be so delighted you'll want to Tell Ten of your friends . . . and when they see it, they won't break the Chain" . . . Devote rest of space (most of it) to attraction.

354. MODEL AIRPLANES AND BOATS . . . In connection with aviation attraction, model plane building contest might be sponsored in newspaper tieup. (Or perhaps newspaper or Y.M.C.A. already sponsors a model airplane club.) Club might be called "Junior Flyers" or similar title. Prizes (including tickets) for best model constructed.

Arrange model flying contest in park, or auditorium, offering trophy (named after attraction or star) for model that remains in the air the longest or the one that flies furtherest.

Models constructed might be used further for window display, building miniature airport . . . using grass-mat, sanding off "runways," building miniature hangar . . . probably circling entire display with miniature electric train. Name of attraction in cutout letters, placed in foreground on the grass-mat or suspended in the background. Miniature banners on sides of the electric train. Model planes suspended in air (using black thread) . . . some of them on the "ground." Concealed electric fan can turn the propellers on the planes. Perhaps model dirigible and mooring post can be secured and added to the display. Miniature revolving light can be arranged, after style of airport beacon.

Models or photos of famous planes might be secured for window display.

Paper airplane models might be secured and imprinted to give away to kids.

Boat model contest may be similarly arranged in connection with an aquatic story.

355. LETTERED SUITCASE . . . Affording an opportunity to get attraction title into a street stunt, a lettered suitcase can be advantageously used in connection with many street ballys.

Girls promenading in costume suggested by the attraction might carry a small suitcase on which the attraction title has been lettered . . . or tieup copy that includes the title.

A couple might be dressed as "rubes" and wandering about town, carrying battered suitcase which has been lettered: "We're on Our Way to See (attraction) at (theatre)."

Suitcase can have translucent sides (paper or glass) with attraction copy lettered on *inside*, and in reverse. Lights inside suitcase arranged to flash on when person carrying the suitcase presses button . . . making the lettering visible, then, through the panels in the sides.

Or the suitcase might periodically open (on prominent corners), spilling clothing (including lingerie), and revealing the attraction title lettered on inside of cover. Repacking suitcase, on to another spot where the stunt is repeated.

356. LAUGHING GAS . . . Lobby or window features, as center of a display, an oxygen tank. Panel carries the copy: "If you want to laugh steadily for an hour and a half . . . you can take this Laughing Gas . . . or see (attraction)."

357. MR. GLOOM . . . A tall thin man is dressed in funereal style . . . and traveling about downtown section, he carries copy on his back: "I Refuse to Laugh . . . So I'm not going to see (attraction)." Or, "I don't want to be Happy, so I won't see (attraction)." Copy might be lettered on a suitcase, or umbrella, which he carries. If it is sure that he will not laugh too often, guest tickets might be offered to those who make him laugh.

Man, made up as the personification of Old Man Gloom (long whitened face, high silk hat, frock coat, unbrella, tight, high pants), might "picket" the theatre . . . carrying a sign that says: ("Attraction) is Unfair to Gloom. Go in and see for yourself. It'll make you laugh right out loud." Sign can be signed "Society for Prevention of Laughter and Banishment of Happiness."

Old Man Gloom's appearance can be built into a big affair, with the cooperation of a newspaper and a friendly luncheon club. "Old Man Gloom" appears around town, in old open car, until on day of opening of theatre's attraction (which should be a comedy) when Old Man Gloom's funeral is celebrated . . . with brass band leading the procession. Dummy, dressed as Mr. Gloom, might be dumped into the river as feature of the "ceremony."

358. TICKET STUB PAYMENT . . . Affording a graceful method for a merchant to make a temporary reduction in price on some article, the store can accept theatre ticket stubs as part payment on a specified article. Can be limited to a certain attraction and should be given ad space. Can be the amount of theatre admission, indicating that patrons can thus see show as store's guests.

359. ESCAPE . . . Occasionally the services of a stunt man are available—an "escape artist" who specializes in escaping from a strait-jacket, or other "escape." Making an "escape" (at an announced time and in a public and prominent location), he displays banner: "I had to escape . . . I want to see (attraction) at (theatre) tonight." If strait-jacket artist is suspended in air (and not too high) for his escape (and the stunt should be covered by insurance), fire department might permit use of one of their hook and ladder wagons, with the ladder raised . . . (and stationed near theatre).

Magic shows often feature escape artists. And perhaps some local talent might specialize, as a hobby, in (*safe*) escapes.

Handcuffs could be featured as center of a lobby display, in connection with an appropriate attraction, with tickets offered anyone who can escape from the handcuffs.

360. TOWN CRIER . . . Man costumed after fashion of oldtime "town crier" might travel about downtown streets. Stopping on corners, he rings bell, then delivers spiel about attraction beginning with: "Hear Ye, Hear Ye." Small portable amplification outfit could be secured or made up, working from batteries (and which might be built into a cheap suitcase), which he carries about with him, for his announcements. Or he might be sufficiently loud voiced, or use a megaphone.

361. AGITATION . . . Well in advance of the first announcement of an attraction, perhaps some "movement," or agitation can be promoted, along lines suggested by attraction. A "committee" might be formed (with theatre in no way connected) which agitates for safe driving . . . with theatre following with ads on an attraction which deals with the subject in title or theme. Or agitation for suppression of unnecessary noise (honking of horns, etc.), might be promoted in advance of an attraction that features noise in title or importantly in theme.

362. FEATHERS . . . Imprinted cards for distribution have feathers attached and carry copy: "If you think this feather can tickle you, wait till you see (attraction)."

Large feathers might be distributed to those leaving theatre . . . tag attached to feathers carrying copy: "It's a Feather in Our Hat . . . and we're proud to announce that we're bringing you (attraction)." Or imprinting might be placed directly on the feathers. Staff might wear them, also newsboys, cab drivers, others.

363. AMBULANCE . . . In connection with a comedy attraction, ambulance can be parked in front of theatre, bannered: "Just in case a (theatre) patron laughs himself sick at (picture)." Or, ambulance arrives at theatre, with screaming siren, and backs up to entrance. Uniformed attendants take stretcher into theatre. Presently they come out, carrying man on stretcher who is laughing hysterically . . . and sheet partly covering him carries lettering on both sides: "He laughed himself sick at (attraction)." Or copy can be lettered on shades in ambulance (on both sides) which are pulled down as ambulance pulls away. Stunt repeated at intervals.

364. BLOW ON THE SPOT . . . Card for distribution, carries copy, imprinted in blue: "Blow on the Spot." Then, imprinted in red, is a circular imprint (or in some shape suggested by the attraction). Then, copy in blue: "If the spot stays red, you are in perfect enough physical condition to withstand the terrific laughs (or thrills) in (attraction)." Most of card space is devoted to the attraction.

365. FISHING . . . Where crowds are attracted to river front, or dock, or pier . . . man (or girl), in costume, with fish-pole and line, is apparently fishing. At regular intervals the pole is lifted, pulling into view a three-cornered display at the end of the line, on which copy (on attraction) is lettered (in oil). Bottom of display is open, so that water will spill out; and weighted, so that it will remain upright and sink readily. Use strong line, or rope, and short stout pole.

Adapting to a laugh-attraction, as a window stunt, a boy, or attractively costumed girl, wearing a dunce-cap, is seated on a high stool, "fishing" in a pail, or barrel, of water (not necessarily filled with water, if water is not visible). Display card in window carries copy: "Silly as Simple Simon, and nine times as funny as he ever was . . ." Three-sided panel attached to end of line is pulled into view when the pole is lifted. Carries name of star and attraction. Pole is lifted periodically whenever attention is attracted.

When fishing is featured in an attraction, displays should be arranged in windows of stores selling fishing equipment. Members of Isaac Walton Society and others interested in fishing should be contacted. Mounted fish might be borrowed for display in lobby or window. An authority on fishing might make a radio talk including mention of theatre's attraction (perhaps speaking just after witnessing the show).

366. PRESIDENTS . . . Attraction with historical background might feature use of newspaper cooperative page which carries a cut of a President in each merchant's ad (ads might be small, double-truck might be used, and all the Presidents might be carried). Guest tickets to see attraction are offered to first so-many lists of correctly identified Presidents received. A second printing of the cooperative page on the opening day of the attraction carries the names under the photographs of the President. Present President featured center, and larger than the others.

Or a contest might be based on the question: "What would you do if you were President?"

367. PROPHECY . . . Harry Reichenbach, on the occasion of a championship match, distributed a herald which stated that one of the boxers would surely win (this in large type), because the other boxer had seen a certain comedy, and laughed himself weak.

The idea might be adapted to any kind of combat or competition, armies or individuals, or teams, playing along with public sympathy in selection of the "winner."

368. TWO FACED GUY . . . For a comedy attraction, a tall fellow walks about downtown section, laughing and smiling . . . with card on his front carrying the copy: "I'm laughing because I just saw (attraction)." Mask (can be made from papier mache) on the back of his head shows a frowning face, and card on back carries the words: "I Didn't," "Or I'm frowning because I didn't see (attraction)."

369. SNAKE CHARMER . . . Dressed as a burlesque Hindu, street bally man stops on prominent corners, squats on sidewalk before a wicker basket, and proceeds to blow in snake-charmer fashion, off-key, on a flute. Inside the basket he has a ten cent store "snake" (imitation, toy) . . . attached to one of his fingers is a black thread, the other end being attached to the "snake;" and passing his hand over the basket, he slowly lifts his hand, lifting the "snake" too—making it appear at first glance to be rising out of the basket. Small easel panel, which the "charmer" carries along and which he places beside him on the sidewalk, carries copy: "For Sale . . . One Snake. This Charming Gentleman is going out of the Snake Charming Business . . . and Wishes to sell his Snake to obtain money to buy a ticket to see (attraction) at (theatre)." Or copy can be lettered on a small banner which a stooge holds, as the "charmer" performs.

Or an attractive girl "charmer" might be seated as the center of lobby display, weaving her spell over the "snake" . . . incense burning nearby . . . panel carrying copy: "This little charmer really doesn't belong in this display . . . but she wants to call your attention to the hundred lovely charmers in (musical attraction that features a bevy of girls)." Or other copy. If the panel behind the "charmer" is black plush, the thread will not show.

And, the stunt might be used, minus clowning, for lobby or window, in connection with a story with India setting.

370. BUTTONS . . . In connection with a comedy attraction, arrangements might be made to station a tailor or seamstress in the lobby . . . "to sew on buttons laughed off." Ads advise that tailor will be on hand. Tailor, or girl, appears in lobby, sewing prop buttons on garments . . . display panels carrying explanatory copy.

Gag might be adapted to a herald, attaching buttons to imprinted cards. Card carrying copy that button is to replace any that might be laughed off while witnessing (attraction).

Jar or basket of buttons might be made the center of a window display, with copy representing them as having been laughed off by those witnessing the show. Guest tickets could be offered to those estimating most nearly correctly the number of buttons in the jar.

371. STREET . . . Where "street" appears in title or is important to story, arrangements might be made to have the Main Street or square of town officially renamed (as suggested by attraction) for a day. Mayor's proclamation might be secured, and perhaps newspapers will carry stories on the stunt. Photo of girls putting up new name sign on the street ought to be good for newspaper art.

Or, lettered arrows might be placed about town, with the "street" copy predominating. Arrows, die-cut from cardboard and imprinted, should "aim" in direction of theatre.

Theatre aisles could be "named" (in advance) after the most important or famous streets in the section indicated. (Where an attraction is set in New York City, the aisles might be placarded as "42nd Street, Broadway, Seventh Avenue, Fifth Avenue," etc. . . . with line on attraction under the street name.) Cooperating department store might similarly name the aisles in the store, with cards carrying attraction title and theatre copy.

372. POLES . . . Light poles or other poles (trolley supports, etc.) can occasionally be used for a good card flash, authorities permitting. Using two cards to a pole, fastened together at edges with spreader-type paper clip, the cards are made to encircle pole; or string or wire might be used to attach them against the pole.

Or printed or lettered "shields" might be used. Or cloth pennants. Or small cards might be attached to the poles by means of gummed paper.

Rarely permissible, but sometimes possible, a four-sided panel might be built about prominently located lamp posts, closing in base of posts. Theatre advertising is then posted or lettered on the panels. Paneling might be so constructed that cards could be slipped into constructed frames.

Replica of lamp post (six or seven feet high) might be constructed, with man (who can clown the stunt, imitating a drunk) carrying the "lamp post" about town at night, placing it on corner, apparently leaning against it. Comedy cop might "chase him," working with him for laughs. Illumination within the "lamp" is arranged by means of batteries, and man switches lights on, which light up the "lamp," also illuminating (from within) cutout letters (covered over with colored paper) which spell out name of attraction. Doorbell might be attached, which he rings.

373. CLASSIFIED PAGE . . . Classified pages of newspapers are widely read . . . and classified page contests react to the advantage of both the newspaper and the theatre . . . building reader interest for the newspaper, winning valuable space for theatre attraction.

Generally space for the contest is allotted at the top of the classified page . . . part of the space advising just how tickets might be won, but most of the space devoted to display on theatre attraction. Details and explanation can be listed under some certain classified page classification, referred to in display space.

Prizes (generally tickets) go to first so-many correct entries received at newspaper office, or to entries adjudged best.

If contest carries over a number of days, yesterday's winners might be listed each day on the classified page, so that they might call for tickets at newspaper office.

Some classified page contest angles include . . .

"Questions" . . . Ten questions, asked about and referring to ten different classified ads which are carried the same day (as, "Who has a horse for sale?") . . . and readers being invited to locate correct answers. It is obviously necessary for contestant to read through the classified ads.

"Most Valuable Ad" or "Best Ad" . . . with offer of tickets for best letters explaining why certain ad of same day is most valuable. Limit letters to 50 words. Contestants naturally required to read all ads (important to paper).

"Name in Classified" . . . adapting No. 325 to a classified page contest.

"Laugh ad" (or "Scrambled ads," or "Chuckle ads," or "Jumbled ads") . . . Contestants to attempt to make up most amusing 4-line jumbled ad—taking one complete line from each of any four ads on the page, combining the lines for humorous results.

"Ad Romances" . . . Contestants to make up story, combining complete lines found in classified ads of same day.

"Synopsis Gag" . . . Brief synopsis of story (not giving away the plot) is prepared . . . and lines planted throughout the classified page. Contestants to assemble the lines in proper sequence. Added requirement might be that contestants, after assembling the lines, copy them in their own handwriting . . . offering additional prize for most interesting handwriting.

"Limerick Contest" . . . Four (or two) lines of a limerick made up and included in contest copy on classified page . . . contestants to add another line taken from one of the ads on the page, or concealed among them.

"List Productions" . . . Scattering titles of pictures in which star has appeared throughout the ads on the page. Contestants to assemble them in correct sequence, perhaps state names of other actors appearing in each.

"What a Classified ad did for Me" . . . "Success story" based on results obtained from classified ads, winning letters reproduced daily. Or ad selected by judges and reproduced.

"Missing Words" . . . Dialogue from attraction, or sentence pertaining to attraction, carried in space allotted theatre . . . with some words left out and dashes inserted for each word omitted . . . and the words scattered through the classified ads. Contestants to locate the words and place them in their proper place in the ad.

"Telegram" . . . Contestants to take lines from ads, make them up in telegram style for humorous effect. Tickets for funniest. Might call 'em "Laughograms."

"Treasure Hunt" . . . "Hiding" words of a brief sentence about the attraction by scattering the words through the classified ads.

Copy in space allotted at top of page ties in line,"Dig for Treasure among the Classified Ads." Contestants to "dig out" the words, reconstruct them into their correct sequence. Prizes to first correct entries each day.

"Dialogue Lines" . . . scene at top of page . . . probably with "balloons," or space for copy or "dialogue" cut into the picture . . . with contestants invited to select dialogue, or conversation for each person in picture, from among the lines in the classified ads, trying to achieve an humorous effect.

"Facts About Stars" . . . scattering items about stars throughout classified ads. With contestants to correctly assemble them, identify stars.

Guest tickets might be presented to every person placing a "house-to-rent" ad on certain day. Or a "swap" ad. Or other classification that paper might be interested in building up. Paper allotting enough space to theatre attraction to justify, on other page then classified page. Paper might offer theatre tickets to finders of lost articles advertised in the classifieds . . . according theatre a news story occasionally, and space on the classified page.

.Or guest tickets might go to persons placing classified ads to run three consecutive days. With paper assigning theatre display space to equal value of ticket cooperation.

374. **SECRET THOUGHTS** . . . Newspaper contest carries scene from attraction; and copy: "He says (and then a dialogue line from the attraction." Next line reads: "What he really thinks:" (and leave space for contestants to write in their ideas of "what he really thinks"). The same for her reply, reproducing the actual reply, leaving space for contestants' suggestions for her actual thoughts.

375. **ARM IN SLING** . . . Several boys (or attractively costumed girls), walking abreast through downtown sections, all have arm in sling (each the same arm). Copy on their backs, or on the sling, reads: "We fell out of our seats laughing at (attraction) at (theatre)."

Sling should be over-sized and very obvious. Instead of wearing signs, they might hand out cards that carry the copy.

376. **VISITING CARDS** . . . Small cards, imprinted after style of regular visiting cards, with name of star of theatre's attraction, are used for distribution house-to-house. Corner of cards are imprinted, in script: "Called while you were out . . . see me tonight at (theatre)." Similar card might be placed on parked automobiles,

imprinting: "Recognized your car while passing. See me tonight at (theatre)."

377. SUPERSTITIONS . . . Novel broadcast from front of theatre (especially effective on a Friday, 13th), might have announcer asking those who stop, to break mirrors (small mirrors purchased in quantity), to walk under a step-ladder, and to break other well known superstitions (and including attraction mention). Newspaper might use art of pretty girl (perhaps from stage show) breaking one of the rules, or holding black cat.

Newspaper might picture stars of coming attraction, listing their "pet superstitions," and asking newspaper readers to submit theirs, with guest tickets for most interesting ones.

378. RAFFLES STUNT . . . In tieup with newspaper the public is invited to attempt to identify a person on streets of city, who is to represent star of the attraction, or character in the story, or the attraction title. Prizes, or guest tickets are offered, with compliments of newspaper and theatre, to first person identifying him. No makeup or costuming of any kind is used by person impersonating the character. Those attempting to identify "Raffles" (substitute name of attraction character) must have a copy of newspaper in their hand and tapping him on the shoulder with newspaper say: "You are (name)." (Or girl might be used, instead of a man, as suggested by the attraction.)

Newspaper carries daily photos of "Raffles," with the eyes masked. Making it clear, however, that on the street he will not be masked . . . he might even be someone that they know, their neighbor or their best friend. He might even be the newsboy on the corner who sells them the newspapers with which to tag Raffles (a good selection).

To make identification more difficult, have "Raffles" character also carrying a newspaper, as though he too were looking for the elusive Mr. "Raffles."

Stores might buy cooperating newspaper ads, announcing that he will appear in their stores at specified times, or between certain hours. "Raffles" could be one of their clerks. Store might sponsor the stunt.

"Raffles" could be paraded thru streets, masked, (if a girl, wearing a wig, too), in a bannered automobile. "Raffles" might not actually put in an appearance for identification until final day.

If "Raffles" is not identified by opening day of attraction, announce that he will stand in front of theatre (opening day) at (opening time) until identified (the crowd attracted making it difficult to identify him). Might increase prize each day, until identified.

"Raffles" search might be adapted to a telephone or direct mail campaign . . . suggesting (in tieup with paper, or radio station) that they phone any friends whom they suspect might be the mysterious person (emphasizing that the "Raffles" is well known, that he may be one of their friends), or send a postcard, delivering message: "You are (name), who is being sought in connection with (attraction) and (theatre)." Assures much telephone and postcard mention.

379 VENDORS . . . Who sell ice cream or candy or other items along the line of march of a parade, or at a ball park, or where crowds have gathered and vendors are working . . . might carry imprinted cards attached to containers in which they carry their merchandise.

380. FALSE TEETH . . . In connection with comedy attraction, false teeth placed on display under glass, in lobby . . . or in store window . . . with card saying that the teeth were "laughed out" and lost while the owner was witnessing (attraction).

Large classified newspaper ad carrying similar copy might be placed in papers, and newspaper might go for a story.

381. NIGHT GAMES . . . Baseball or football at night . . . where such games are inevitable . . . might be capitalized on to some extent, by arranging for special bannered bus or street car transportation to theatre after game, for last show, or midnight performance.

Imprinted cards placed in all parked cars whose owners are watching the game. Announcements made at the game.

382. TOY BALLOONS . . . Inflated small balloons might be used as center of lobby or window display with space enclosed by ribbons. Cutout life-size figures could be placed in the enclosed space or window with them. Electric fans (concealed) keep the balloons moving about, attracting attention. Tickets can be offered those guessing nearest correct number of balloons.

Appealing to kids, a shower of balloons can be dropped from theatre roof at a specified time, on opening day, perhaps with cooperation of newspaper or of business place. Street should be kept clear of traffic for the several minutes that it requires to drop the balloons. Tickets attached to a number of the balloons.

As highlight of a grand opening, girl might clip string releasing dozens of imprinted gas-filled balloons, to some of which tickets have been attached. Prize offered for balloon found longest distance from theatre.

Small balloons, imprinted, make excellent gifts for kids, and an excellent ad in appealing to them. Can be distributed at carnivals, fairs, and wherever crowds are gathered.

Gas-filled balloons might carry a light banner over football game, or place where crowds are gathered. Light piece of wire holds banner straight. Direction of wind must be noted.

Gas-filled balloons, attached in bunches to top of marquee add a festive appearance to front of theatre. Comic faces might be painted on balloons. Perhaps made to resemble a comedy star.

383. RECORDINGS . . . Exploitation records, that carry song hits or a brief enacted highlight, and announcements, can be used to good advantage for radio broadcasting, for sound trucks, for lobby, front displays.

Labels typed with song title, name of theatre's attraction which features it, and play dates of attraction should be pasted over titles on recordings sent radio stations, and assuring a better chance for announcements

Recordings can be played for intermission music, or "break" music at end of show Arrange to have the record played at a luncheon club; or over a cooperating broadcasting station, with playing dedicated to luncheon club (radio at luncheon tuned in).

Special sound effect records can occasionally be used in connection with a front or a lobby display, as an airplane effect record; or a tap-dance; or a laugh record. Effect records can generally be secured from a radio broadcasting station . . . where they might also be used to back up special announcements. They can be used through amplification to front of theatre.

Special recordings of song hits or announcements in connection with a coming attraction, might be delivered to newspaper critics; carefully and attractively wrapped, with title on the record covered over with a special sticker on which critic's name has been lettered.

Miniature recordings, specially prepared, can carry brief message about attraction. They are attached to imprinted card, or inserted in envelope. Music store includes them with all record purchases.

Where star of a coming attraction has made a number of recordings, radio station might feature a complete program of his recordings, with announcement of attraction.

384. BENEFIT TICKET SELLING ANGLES . . . Arrangements might be worked out with organization to sell script books (books of tickets), or tickets for a specified attraction, and with a percentage of the gross sales to go to the organization. (Organizations' percentage is based on the number of tickets that they sell, and scaling from 20% to 33⅓%.)

Organization is to sell tickets in advance, and to settle in full before the opening of the attraction, so that their selling campaign will not conflict with box office sales.

Benefit tieups should never be set in connection with an outstanding attraction; arranged, instead, on good pictures that need a little help at the box office.

Benefits might be set with Fraternal organizations, Church organizations, Veterans' organizations; Luncheon clubs and Women's clubs (for benefit of charities); Boy Scouts and Girl Scouts; Patriotic organizations; Junior League; Sororities and Fraternities; Old Folks' Home (with the sponsoring organization selling the tickets); Fire and Police Fraternal organizations; Newspaper Milk Fund (or other sponsored charity); Stores (employee organizations); Union organizations.

Cooperating organizations can have members canvass house-to-house and store-to-store. Popularity contest would have girl selling most tickets as the winner. Punch boards may be used by organizations. Or they can assess each member a certain amount for the tickets. Organization might set up ticket box on street corner. Schools could sell them for band or football uniforms. Aiding "committee" might be rewarded later with a special screening and a dinner.

385. LIP READER . . . Attractive girl, in prominently located window, panel carrying copy to the effect that she is repeating wisecracks from the attraction (or names of featured players), and inviting those watching to see if they can read her lips.

386. MERRY-GO-ROUND . . . "Horse" (from an amusement park carousel) might be used for lobby or window, carrying copy: "I'm tired of going round and round on the merry-go-round . . . I'm going *straight* . . . to (theatre) to see (attraction) when it comes to town."

Amusement park might let one of the carousel horses in use carry the copy.

387. GUMMED WRAPPING TAPE . . . Many stores use gummed paper tape in wrapping packages. Working far enough in advance the gummed paper can be secured from manufacturer with imprint on theatre's coming attraction carried . . . and business places using it in wrapping packages (definitely set before tape is ordered).

388. THRILLERS . . . Shock stunts for shockers and thrill stories, might include:

"Warning," in newspaper ads and panels out front of theatre, to those with weak hearts, as: "Warning. Not for the young, the scarey, the nervous . . . but if you enjoy thrills, chills, and spine-tingling sensation, while your hair stands on end, see (attraction)."

Radio or newspaper contest can be based on question: "What was your greatest thrill?" Or: "What was your most shocking (or surprising) experience?"

Newspaper ad might announce "Nurses in Attendance." From hospital (uniformed); or, couple of girls in nurse outfits.

First aid equipment ("for those who can't stand the shock") can be placed on display in a spotlighted showcase in lobby week in advance.

Local ambulance company might station an ambulance in front of theatre. It can be bannered, calling attention to fact that it is stationed there for benefit of those unable to withstand the thrills in (attraction).

Or ambulance, without banners, can pull up in front of theatre several times daily, siren screaming. Attendants alight hurriedly, enter theatre with stretcher, carrying out and into ambulance a woman who has "fainted," upon witnessing thrill highlight of attraction.

Scream, at thrill highlight, might be effective without the ambulance follow-up, girl "planted" in audience producing the scream.

Arrangements might be made to take out "Fright Insurance," insurance company issuing blanket policy (for the publicity), insuring the theatre (with consequent newspaper stories) against any patron being frightened or shocked to death.

Ushers might wear skeleton costumes, if attraction suggests. Actual skeletons and skulls may be used if adaptable to attraction (guarded or attached so that they will not be lifted).

A display in lobby (or in window) in advance of showing, might feature candles, "for those who will be afraid to go home in the dark after witnessing (attraction)." Miniature candles might be distributed as heralds, with small attached tags carrying "afraid to go home" copy. Large candles can be sent newspaper critics, with attached card carrying "afraid to go home" message.

Cash prize might be offered first woman to apply who is willing to watch screening of coming thrill picture alone at midnight, with no one else in the theatre, all lights out.

A "guard," a big, tough-looking fellow, can be stationed in lobby, in advance of showing, armed with a rifle, pistols, a sword and a baseball bat. Panel carries copy offering him as an escort for timid patrons who are afraid to go home after witnessing the show.

Hair dye, for "those whose hair turns white," smelling salts and nerve tonic might be used in lobby and windows.

Green floodlights, illuminating theatre front with ghastly glow will aid in lending the correct weird atmosphere.

"Thrill-chart" might be used as front display . . . with chart background divided into squares, and graph running in jagged lines upward, through words "Thrills," "Chills," "Panic," "Shock," "Fear," "Amazement," "Terror." Stills added.

Series of "warning" teaser ads might be used in newspaper, or over radio, when attraction title suggests same . . . as: "Warning! (Title) is coming to (city)" . . . following with announcements.

Heralds could be made up as "Faint Checks," entitling holder "to return again to see the attraction in event he or she faints when witnessing it." (See No. 55.)

389. INVISIBLE GOLDFISH . . . Goldfish bowl is filled with water (and no fish). Oscillating electric fan is arranged behind display panel back of the bowl and out of sight, so that it will periodically cause a slight ripple on the surface of the water, creating an illusion of movement in the water. (*See photos.*)

Panel carries copy: "(Star's) Invisible Goldfish," and copy on attraction, and asks on-lookers to guess how many fish in the bowl. At "Feeding Time," announced on small card, small amount of granulated sugar or salt is sprinkled into the water.

Or, with a goldfish in bowl, card can carry copy: "This poor fish isn't going to see (attraction)."

390. SEASON PASS . . . Cards same size as season passes, are imprinted (in very small type). "Don't let the (and then in large type) SEASON PASS (then back to smaller type) without seeing (attraction) at (large type) (theatre)."

Sign with name of the star of attraction, using script style type, or with name of manager of theatre. Only words that will stand out will be "Season Pass" and name of theatre . . . rest of type being smallest possible.

391. WARNING . . . Small cards for distribution (in offices, stores, and downtown business places) carry copy (in large type):

"Warning! . . . (and then in slightly small type), "Don't go home tonight!" . . . (and then in very small upper and lower type), "Until you've seen (attraction copy)."

Small folder might be imprinted: "Warning! Your turn is coming!" Inside fold of herald carries copy: "Your turn is coming to see (attraction)."

392. **COAT HANGER** . . . Small envelopes are imprinted: "International one-piece coat and hat hanger . . . with compliments of (star)." Word or name, suggested by attraction can be substituted for "International." Most of space is devoted to attraction. Ordinary nails are placed inside envelopes before distribution.

393. **PAPER NAPKINS** . . . Imprinted in corner with ad on theatre's attraction, and distributed in advance to restaurants, soda fountains, and all eating places that will use them. Or, paper napkins in use in eating places, might be rubber-stamped. Or, small imprinted stickers attached.

Imprinted paper serviettes (or "doilies") might be supplied restaurants.

394. **OVERPRINT NEWSPAPERS** . . . Quantity of newspapers are secured, and rushed to printer, who already has type set up, and who overprints the papers, usually using red ink or other bright contrasting color. Or old copies might be used. Variation is imprinting of edge of papers.

"Extra" copy might be used, and the papers distributed by boys who shout "Extra" in best newsboy style.

Or, instead of print-job, a rubber-stamp might be prepared, and the papers stamped. Similarly, gummed stickers might be printed, just big enough to cover the headlines on the papers. The copy, large and brief, is headed "Extra." Only the top edge of the stickers is attached to papers. Regular newsstand and newsboys might permit stickers to be attached to papers.

Color ink might be suggested by attraction; as, green ink for an Irish story.

Newspaper had best be advised of intention of overprinting papers. Secure their permission.

395. **SIDEWALK "PITCH"** . . . Man stops at important downtown locations, in alley entrances and on corners, places a small suitcase on a small tripod or table which he carries along, proceeding then to deliver a "spiel," or "pitch," in regular sidewalk spieler style.

He tells his "audience" that he has a gift for them, that he is selling nothing, but that just for the advertising he is prepared to give them, absolutely free, an item which will solve problems for them, steer them nearer to happiness, make life more sublime. When a small crowd has stopped, he swiftly distributes sealed envelopes, saying "I thank you, and you'll thank me;" then on to another location. The envelopes contain an attractively printed card that carries a photo and copy on theatre's attraction.

396. PULLING HAIR . . . Man drags a "woman" about the streets by her hair . . . "woman" being, of course, a dummy (with the "wig" securely attached, and perhaps small rollers attached under the dummy). Copy on man's back says: "She didn't want to go with me to see (attraction)."

397. SPECIAL ISSUE . . . In connection with an outstanding attraction, occasionally a newspaper can be persuaded to run off a "special edition," with front page given over, in news style, to theatre's attraction, illustrations and stories on same. After regular edition of paper has been run, the revised "special edition" copies might then be printed.

Theatre will probably pay for expense involved in resetting page one (headlines and several lead stories, in addition to illustrations).

Copies can be distributed about town by boys in newsboy "Extra" style. Or girls or boys in costume suggested by attraction might distribute them. Or, if only few copies are available, they might be used for lobby, front or window display.

398. DISAPPEARING BALLYHOO . . . Where picture title suggests use of some article or animal . . . and same is secured and placed on display in theatre . . . might arrange to have it "disappear" . . . and through newspaper and radio offering reward for return . . . playing for novel newspaper story . . . arranging to have the article "returned" in time for another story.

Classified ad might be carried when arranging to borrow the article (even if already secured), another classified ad when it is "lost." Paper might go for story on effectiveness of classified ads in first locating the article then, when it is lost, securing its return.

Emphasizing humorous angle, the lost "article" could be a tractor, or something equally ponderous. Ads might ask the "light-fingered" individual who took it to return it, with no questions asked.

399. MAKE HER SAY "YES" . . . Telephone is center of a display in the lobby . . . panel carries copy: "If you can make the 'No Girl' use the word 'Yes,' you win guest tickets. Ask her about (and into attraction copy)."

Telephone is connected with another phone in office, where concealed operator answers the phone, "plugging" the coming attraction, carrying on conversations with those that try phone, studiously avoiding use of the word "Yes," in all conversations, except for an occasional exception. Conversation can be amplified so that others in lobby can hear.

400. A MILLION . . . "If I had a Million" might be made basis of essay contest for newspaper in connection with an attraction that refers to a million, or to money. Or contest might be based on suggestions for spending it. (Or an amount indicated in the story.)

Window marathon might have a girl or man attempting to count to a million before the attraction opens . . . using window amplification so that the counting and occasional humorous comment mentioning the attraction can be carried outside.

401. SCOTCH . . . Scottish background to a story would suggest window displays of plaids and information about the clans they represent. Special "clan" nights would have descendants of various clans urged to attend . . . dividing all of them over several nights and listing them (in small type) in ads. Bag-pipers in kilts might play.

Dancers who can do a Highland Fling could be sent around to night spots, in Scotch kiltie costume; and a Highland Fling contest might be staged, at night spot, or on stage. Heralds might be distributed by girls wearing kilties. Bag piper, in kilt costume would draw attention on streets, sign on his back. Newspaper contest could be based on best Scotch jokes. Tieups can include tweed, tam o'shanters, golf.

Comedy Scotch herald, a small envelope, carries the copy: "Enclosed is a penny . . . for a moment of your time to call your attention to a most unusual attraction." The envelopes are sealed; inside there are no pennies, just an imprinted card which carries the copy: "The envelope was already sealed, so we couldn't include the penny . . . but the attraction is (and into space on attraction)." Man or girl in Scotch kilts distributes envelopes.

Comedy Scotch stunt can have stage announcement made by man clad in Scotch kilties, prefacing his announcement with denial of fabled Scotch thrift . . . proving it by throwing a coin away (to one side of stage). Looking about for the coin throughout his announcement, as he finishes, exits, trailer on the coming attraction hits the screen . . . and the Scotsman comes back with a flashlight looking for the coin. He can appear briefly and silently throughout the show between the different subjects, looking for the coin.

402. RULES . . . Newspaper feature might be based on star's ten rules for success; or for smart dress (or for achievement as suggested by the attraction). Or, a newspaper contest might ask contestants to submit suggestions for ten rules. Contest might be handled in a comedy vein (depending on attraction), asking for comedy rules.

Comedy "rules" for winning women (or "attracting women") could be requested; or attributed to stars of attraction.

Funny rules might be used in herald or newspaper ad. A comedy football feature, might suggest use of these "rules:" "New Football Rules for (year)" . . . "1. When a player slaps a member of another team on the shoulder, this shall be declared a 'touchback.' 2. When the ball is declared dead, the players of both teams shall perform an autopsy. 3. If any player should kick off, all cheering sections must attend the funeral in a body. 4. In the event of any player getting a punt, he shall immediately take the referee and go duck hunting. 5. If the quarterback does not say 'please,' the center does not have to pass the ball to him. 6. All teams playing (strongest team) shall be permitted to equip their players with hatchets, swords and sawed-off shotguns. Bombs are barred. 7. All football players shall attend school for at least one hour each semester. 8. Any game ending in a tie shall be decided by a pinochle game to be played by the captains of the opposing teams. 9. If there should be more than one buck in the center, the game shall be halted while the players shoot craps for them. 10. There must be a college for each and every football team." (Following these "Rules" with attraction copy.)

Comedy Bridge Rules might be used for novel herald. Headed: "Sixteen New Rules for Bridge," and following with this copy: "1. Always pick up the cards as they are dealt. You will be ready to bid ahead of the others. 2. If your hand is rotten, mention it. It will guide your partner in his bid and play. 3. If your partner bids first, don't hesitate to raise. He has to play it. 4. Never hurry. Try several cards on a trick until you are sure just which one you prefer. 5. Occasionally ask what is trumps. It will show you are interested in the game. 6. Walk around the table when you are the dummy, and look at the other hands. Tell them what cards are good, and how many tricks they can take if they play right. 7. Don't show lack of interest when you are dummy. Help your partner out with suggestions. 8. Talk about other subjects during the game. It makes for good fellowship. 9. Feel free to criticize your partner. He will do much better as a result. 10. Always trump your partner's tricks. Never take a chance. 11. Never try to remember rules. It's too confusing. 12. If its a money game, always stop when you are ahead. 13. Always explain your plays, particularly, when set. It shows your card knowledge. 14. Disagree with established rules and conventions. People will know you are a person of independent mind. 15. Eat chocolate caramels or other adhesive candy while playing. It keeps the cards from skidding. 16. Instead of playing bridge, give a REAL party . . . Take your friends to see (and into attraction copy)."

403. WAR, SOLDIERS . . . War photos, trophies and souvenirs might be placed on display in window or lobby (and safely under lock and key). Machine gun, helmets, bayonets, gas-masks, and other wartime equipment might be borrowed (perhaps from Veterans' organization). Display of medals may be arranged for a jeweler's window.

Sand-bag "trench" might be arranged in front of theatre, or on top of canopy, with "soldiers" in uniform "on guard."

Military organizations, or drum and bugle corps or band might march to theatre on opening night, possibly playing in front of theatre . . . perhaps as part of grand opening ceremonies.

Certain evenings could be dedicated to different veterans' organizations.

Local military organization and their equipment (trucks, searchlights, big guns, etc.) might be secured for a night parade.

Searchlights might be secured from an artilllery or anti-aircraft unit for "grand opening," flashing the lights through the skies, and up and down sidewalk.

Soldiers or sailors might fire a salute as part of grand opening ceremonies. Local soldiers or sailors or veterans, can serve as a guard of honor.

For street flash, a caterpillar tractor or a truck might be transformed into a wartime tank. And if there is an army tank corps stationed nearby, perhaps the services of a real tank, or several of them, can be secured.

War heroes may be invited as special guests on opening night, especially decorated heroes. Decorated box seats should be reserved. Photo of veterans in front of theatre might be planted for newspaper space (arrange in advance).

Former prisoners of war might be sought out for a newspaper interview, including their comment on attraction.

Special program of war songs over radio station, can be "dedicated" to the attraction.

Buglers' contest could be arranged, opening night, in front of theatre. Toy soldiers might be used for lobby or window display.

404. "TEASER" ANGLES . . . Ads in newspapers, or cards, or posting, or heralds, designed to arouse curiosity, with announcement of attraction to follow, after interest has been secured.

Adapting to newspaper advertising, a provocative title might be carried in separate space in newspaper, with no descriptive copy, for several days in advance of first direct ad on attraction.

Or "arriving" angle might be used . . . with part of a title, perhaps one letter, carried the first day, with an additional letter added each subsequent day, until title is completely spelled out.

Or, part of a cut might be carried in first "teaser" ad, with subsequent ads showing more and more of the illustration, until entire illustration is used in an ad, with attraction announced.

Sometimes, characteristic parts of star's make-up can be used in a teaser ad; as a hat, or shoes, appearing alone in first ad, another familiar item of star's costume added each day until, lastly, his face is added, together with announcement of the attraction.

Stickers can carry curiosity-arousing illustration or catch-line. The stickers attached to mirrors, windshields, windows, correspondence, newspapers on newsstands.

If title either asks a question or makes a definite statement, it might be especially adaptable to teaser use in newspaper and billposting. Imprinted paper streamers might attract attention if posted around town in advance of regular billing . . . covered over, when attraction arrives, with streamers carrying full information on the attraction.

405. SHERLOCK . . . Comedy detective, dressed in two-way cap, smoking a pipe, and equipped with a large "magnifying glass" (the glass made up of large round panel of glass), carries copy on his back (or it might be lettered directly on the glass), "I'm on the trail of the best show of the year. Its (attraction) at (theatre)."

Magnifying glass in a window or adapted to lobby display might be focused on a finely-written message on an attached piece of paper. Copy on panel carries copy: "Sherlock Holmes would have been delighted if he had discovered this clue." "Message" is copy to effect that "Happiness is just around the corner . . . that (attraction) is coming."

406. APOLOGY . . . A heading for a newspaper ad, or herald: "We owe everyone in (town) an apology . . . for not having told you in every way possible about (attraction)." Or similar copy. And into ad on attraction.

Or, playing to turn-away crowds, next day ad might "apologize to the hundreds turned away," urging them, however, to return and see (attraction).

407. STEAMING KETTLE . . . Placed on top of a cake of ice will win attention for a window display. "Steam" is produced by use of dry-ice within the kettle, upon which water drips continuously (from smaller container inside the kettle and above the dry ice). Cake of ice is placed in a container sufficiently large to contain water when it melts. Display panels carry copy: "Amazing! Water Boiling atop a Cake of Ice! But More Amazing . . . (and into attraction copy)."

408. COMEDY HORSE . . . Two men, wearing a comedy horse costume (from costumers), travel about downtown section. Banners on the "horse" carry the copy: "If you think this is funny, wait until you see (attraction);" or, "Here's a good bet (and into attraction copy)."

Type of costume used might have man visible, through costume, from waist up . . . horse's "blanket" concealing his feet . . . and miniature legs being made up and attached at sides. Man wears gay shirt and jocky cap. Or, costume might completely hide two men who wear it.

409. LENT . . . Programs need bolstering, selling, since many people are inclined to include theatres among the things denied themselves. Additionally, theatre patrons generally are in a frame of mind where they would prefer entertainment that is definitely of a higher type, during Lent.

Give-aways might aid in bolstering business. Perhaps cooperating with merchants, a car, or several cars, might be given away. With Easter approaching, a fashion show could be arranged with a cooperating business place, and with talent added.

Cooperation with a church might permit use of theatre for noontime or morning daily services (before matinee starting time). Perhaps an attraction may be booked that a minister might like and recommend.

410. TIMELY . . . Perhaps an attraction, through coincidence or perfect timing, is booked while, or shortly after, a story along the same lines has been breaking in newspapers. In this event, clipped stories from the papers make a marvelous addition to lobby panels featuring illustrations and copy on theatre's attraction.

Perhaps attraction ties in naturally with some local (or national) activity. Check.

411. DYE . . . Distributor of popular brand of dye might place a demonstrator in theatre lobby, as center of display on attraction which carries copy: "Change your Blues to Rosier Hues . . . (attraction)." And with paneled displays on the dye. Interest in dyes and colors will draw attention to displays on the attraction. Idea might be adapted to a window display.

The tieup will prove especially valuable in focusing attention on color in an attraction, perhaps a motion picture in a new color process; or a number in a stage show that features vivid contrast of colors.

412. FINGERPRINTS . . . Where attraction suggests it, a display of finger-printing equipment and records might be set up in lobby, arranging same through the cooperation of the local bureau of identification or police department.

Patrons, or those who desire it, might be finger-printed, and their prints filed for their protection and identification with the National bureau. Children's prints might be registered at a special matinee performance. Newspaper may sponsor the idea, or at least accord it stories.

Enlargement of fingerprint "of star" might be displayed, with patrons invited to compare theirs.

413. BARRELS . . . Placed prominently about town, or hauled about town on a bannered truck, barrels might be lettered: "A Barrel of Fun (and copy on attraction)."

Or, barrels, placed on corners, could carry copy: "Don't Look Inside! Remember what Curiosity did to a cat!" As they'll sure look inside, display is placed inside the barrel.

Or, one barrel, on a wheelbarrow, might be lettered: "It's a Barrel of Fun (and into attraction copy)." Wheelbarrow pushed by men or girls in costume.

For a beach bally, a man promenades the beach in a barrel (costumed under the barrel in bathing trunks), the barrel lettered: "I hocked my clothes for money to see (attraction)." Or, stunt might even be adapted to Main Street.

414. MANY LANGUAGES . . . Catchline for an ad or herald is printed in several languages . . . following with copy, in English, "In other words, don't miss seeing (attraction)," and into attraction copy.

415. HOW FAR CAN CAR RUN? . . . On prominent downtown corner a rear wheel of a car is lifted from the ground. Motor started. Banner atop car offers tickets to see attraction to those guessing nearest correct mileage that car will register on a gallon of gas. Or, the bannered car can travel about town, having a pretty girl give the starting signal (for photos, which the auto dealer might plant for newspaper space).

416. RAILROADS . . . Railway stations might permit display panel in railroad station. Ticket offices might install special windows, tieing in "Travel by Train" idea, if the angle can be adapted to theatre's attraction.

Miniature electric train can be used in window displays effectively. Or, a toy train can be used as a prize for kids. Placed on display in lobby well in advance, perhaps store will contribute the train for mention they will receive.

In connection with a railroad story, railroads will generally cooperate willingly, supplying signals, semaphores, lights, safety devices, switches, etc., for front display.

Attention of railroad employees should be directed to an attraction with railroad theme. Railroad Brotherhoods should be contacted.

Doorman might be costumed as a railroad conductor, or an engineer. Sidewalk barker, costumed as a conductor, might periodically signal with a lantern (flashlight type) and shout "all aboard," following with spiel, in train-caller style, about attraction.

Train effect record might be played in connection with front or lobby display using amplification if out front. Radio station could use effect record as background for an announcement.

Railroad songs can be made the basis of a contest for newspaper or a program for radio.

Perhaps an automobile that is designed to resemble a locomotive might be available, and might be secured for street use.

Herald for distribution could be made up after fashion of a railroad excursion herald, or imitating a ticket in design. Time-tables of local trains might be featured on a card which devotes most of space to attraction.

Broadcast "suggested" by the attraction might be arranged from depot . . . with radio interviewer meeting trains, interviewing people he meets in the depot, mentioning the attraction, perhaps asking a question suggested by the attraction. (See No. 418.)

417. CRYING TOWELS . . . Paper napkins, or paper towels, to be distributed as heralds, are imprinted: "Crying Towels. Instructions inside, for those that need them." Unfolding the "towel," the copy is revealed: "When some guy comes crying to you about Bad Business, a Bad Wife, or Bad Luck, hand him this crying towel . . . and tell him to dry his tears, and Get Happy by seeing (attraction) at (theatre)." Or, merely suggest in the copy that they will laugh till they cry when they see (attraction)."

418. EXCURSIONS (RAILROAD OR BUS) . . . Transportation company might place special "excursion" cards on attraction in all towns within drawing radius of town.

Card, though devoting most of space to theatre's attraction, directs attention to rates (per mile) to city, or round-trip cost, suggesting travel by (transportation company) to (town) to see (and into attraction copy).

Local passenger agent delivers cards to station agent in each town, who is instructed to place the cards in depots and in prominent windows about the towns. Cards must be packaged into correctly counted groups for each town.

Excursions should be met on their arrival with banners Excursion boats might be similarly met. Or any arrival of large groups.

419. SIMILARITY, DOUBLES . . . Contest in cooperation with newspaper offers prize to girl most nearly resembling star of coming attraction. Contestants submitting photos. Photo of a daily winner, together with a photo of the star of attraction, carried by paper, asking for local doubles.

Beauty shop, or other business place could sponsor contest, buying newspaper space, part of which is devoted to theatre's attraction. Store might have winner make "personal appearance" in store, modeling garments or hats.

Contest might be based on the appearance of girls themselves, staging a contest at theatre or in the cooperating store.

If person resembling star of attraction can be located, his experiences in being mistaken for star might make a good newspaper feature, together with photographs comparing him with star.

420. MATS . . . Lettered, in oil, with name of attraction and theatre name, linoleum mats can be placed on sidewalks about town and in prominent places where they will be seen . . . used where local ordinances will not permit stenciling or lettering of sidewalks (which is better, safer, if possible).

Mats must be definitely made to lay flat against sidewalk. Water glass might be used to hold them down. Or, in hot weather, roofing paper might be used instead of linoleum mats, the heat making the mats adhere to the sidewalk.

Rubber mats used in theatre lobby may be similarly stenciled or lettered with the title of a coming show.

421. **HOMING PIGEONS** . . . Most cities boast of associations of carrier pigeon fanciers. Might arrange with them to sponsor release of birds from front of theatre on opening of attraction. Identical messages about opening of attraction to be carried by each bird.

Traffic in front of theatre must be held (through police cooperation) for the minute or so that it requires to release the birds.

Some prominent local person, or attractive girl might "officially' release the pigeons (for newspaper photograph).

Carrier pigeons on display in lobby in advance carry copy: "These Swift Messengers will be released (day) to carry the message that (attraction) has arrived in (town)."

422. **MILLINERY** . . . Hat Shop buys newspaper space, which offers guest tickets to theatre's attraction for best hat design drawn over an illustration of star. Or contestants might be required to submit a drawing of a hat design suggested by title of theatre's attraction.

Shop might name a specially designed bonnet after theatre attraction or star . . . or dedicating hat to star, putting in a full window display.

423. **KISSING CONTEST** . . . Kiss or heavy love interest in a film, may be the inspiration for a "Kissing Contest," announced for theatre lobby at a designated time. Actual "contest" is a solo affair, contestants making kissing noise before a microphone, which is connected through amplification . . . with the speaker also in lobby. Microphone and the "contestants" are placed on a slight elevation . . . and several "stooges" had better be arranged, so that there will definitely be several entries; a couple of girls might be included. Newspaper stories might develop on announcement of the "contest," and on its finally proving to be a solo affair.

Or microphone can be placed in charge of a pretty girl . . . copy on the panel advising that "Miss (attraction)" is staging a kissing contest. Any "entries," instead of kissing the girl, are invited to present a solo kiss over the microphone.

424. **DRY ICE** . . . When a vapor or smoke effect is required in displays for front, lobby or window, dry ice can be used to supply

it. Receptacle holding water should be so arranged that drops of water continuously fall on the dry ice.

Display might feature a large reproduction of a fountain pen, so arranged that drops of water fall continously from the "pen" . . . and through a small opening, on concealed dry ice . . . the arising vapor giving the effect that drops are hot, display carrying copy: "He (the author) writes with a pen of fire (or 'dipped in vitriol') (and into copy on attraction)."

425. STENOGRAPHERS' CUFFS . . . Paper strips, designed to fold around the wrists as cuffs to protect clothing of office workers, can be distributed to offices, stores and business places.

Paper clip is attached to each strip before distribution in pairs to office girls, stenographers, clerks . . . the "cuff" to be attached about the wrist by means of the paper clips.

Imprint the "cuffs:" "Make a note on your cuff to see (attraction)." Or, perhaps attraction might suggest copy.

426. THEATRE OF THE AIR . . . Broadcasting part of theatre's program direct from auditorium or from booth. A five minute highlight of current show might be featured, a short musical, and possibly a newsreel; with trailer on the current attraction given the feature spot. Or, the trailer that is currently being shown at theatre might be broadcast much as a brief enacted sketch might be handled.

427. DYNAMITE . . . Two men carry box, painted red and lettered: "Dynamite" and "Danger" about town . . . and arriving at prominent corner, they toss it roughly to the sidewalk. Proceeding to open the box, they remove and exhibit a banner or placard which carries copy: "(Attraction or star) is Dynamite . . . 'Dramatic Dynamite!' . . . see (attraction and theatre)."

Display for lobby might feature several panels made to resemble gigantic sticks of dynamite (painted red and fused), panel carrying "dramatic dynamite" copy. Electrician would arrange wires running through one of the "fuses" to tip (where wires are parted 1/8") and connecting with house current through a Ford spark coil and a toy transformer, which produces a spark, and makes the fuse appear to be sputtering.

428. SHOW MEMORIES . . . Folder herald is imprinted on cover: "My Show Memories." Inner pages carry ruled lines which are divided in groups of four or five lines . . . one of theatre's coming attractions being listed in each grouping of lines. Words might be added: "Went with (allowing space for name)," and "Date," and

"Comment." Half of one page is devoted to the theatre's next attraction and copy on same; and ad on the attraction is carried on back page.

429. SHELL GAME . . . Small spotlighted table has three half cocoanut shells placed on it . . . and panel carrying copy: "Can you beat the Shell Game? Find the Nuts under the Shells." On table, under each shell, is attached a picture of one of players in coming comedy attraction.

430. LOBBY TRAILER . . . Using portable projector, trailers on coming attractions might be screened in the lobby for waiting patrons, or for incoming patrons. Projector is focused (perhaps from behind) on a small screen or panel of translucent glass which is part of a display on coming attraction, and placed high enough so that all might see.

16 mm. projectors are available and might be rented, running a continuous trailer, and showing a specially prepared 16 mm. trailer. Or, instead of film, specially prepared slides might be flashed. Also newspaper or radio station might supply latest news flashes . . . making up slides as news comes in. Stunt might be adapted to theatre front on a current show (recessing screen).

Live entertainers might serve as a lobby "trailer" on an attraction . . . singing and playing numbers from the show, or a coming show. Entertainers elevated so that they are in view, as center of a paneled display on the attraction.

431. "DATES" . . . Small table is center of lobby display . . . and on table and attached by cord, is a small note-book. Pencil is also attached.

Display panel carries copy: "Girls! Would you like to have a date with (star)? Write your name in (star's) date-book . . . and you may be one of the lucky girls selected to see him, as his guests, in (attraction)." Several of the names selected to receive tickets.

Another "date" angle would have telephone connected into lobby, as center of a lobby display panel. Copy urges boys and girls to "use our phone . . . to make a date now . . . to see (attraction) when it comes to town."

Small booklets might be secured in quantity cheaply enough to imprint and distribute. Cover is imprinted: "Date Book" . . . and first page within the book carries dates of showing and copy on attraction. Imprint on back of booklet features attraction copy.

Dates, inserted in a glassine or cellophane envelope, might have tag attached, which is imprinted: "Make a date now, to see (attraction);" or, "A happy date for you . . . when you see (attraction)." Or envelopes might be imprinted.

432. POPULARITY CONTESTS . . . As suggested by attraction, a contest might feature the selection of town's "most popular" fireman, or policeman, or bathing girl, or shop girl, or stenographer, or school girl . . . anyone of any group . . . Arranged in cooperation with newspaper, inviting readers to send in their "votes" (a coupon carried in the paper).

Telegram from star of coming attraction could introduce the contest. The wire, to editor of paper, states that star would like to present an autographed photo, or trophy (or some item suggested by the attraction) to most popular local person (of group suggested by attraction).

Newspaper could reproduce the telegram with their first story on the contest. Later stories accompanied with art on the attraction.

Studios will send wire, or autographed photo if requested. They should be contacted well in advance.

Popularity contest stunt might be adapted to radio, basing it on letters sent the station.

Another popularity contest idea, would be selection of most popular girl employees in stores, factories. Letter to business places, stores, factories, offices, might ask them to permit their employees to conduct a contest to determine most popular girl employee, who is to receive guest tickets (which are enclosed).

433. SAME NAME . . . Where title of attraction, or star's name is unusual, through newspaper or radio cooperation, guest tickets might be offered local residents of same name.

Newspaper would find material for novel story on the aggregation of persons of same name. Required to attend a certain performance, a group photo can be made in front of theatre. They might be "organized" as the "(Name) Club."

434. STAGE SHOWS . . . Personal appearances, vaudeville, stage shows of any kind present many opportunities for tieups and promotion.

Star, on arrival, could be met at station or airport by band, and committee wearing imprinted ribbons bearing "welcome (star)" copy. Luncheon club members might agree to act as the official greeters (with celebrity appearing at their luncheon—which might be broadcast). Reporters, newspaper photographers should be on hand. Local official should greet the star, and extend welcome to city. Ceremonies can be broadcast.

Star, or entire show, might be escorted to city hall by band and motorcycle police, or large group of motorcycles (See 950), with arrangements made to have Mayor greet them and extend "key to city" (for photograph for newspapers).

Automobile dealer supplies a group of cars (bannered), carrying company through main streets to theatre. Company might be taken on a "sight-seeing tour" of the city (with cars properly bannered). Car, with uniformed chauffeur can be placed at disposal of star while in city, parked near front of theatre, with neat card in windshield lettered, "(star's) special (name of car)."

Aviation welcome could be extended, flying local planes out to meet train, flying over it on its way to city. One of them might tow a lettered banner. Or, planes might meet airliner in air over port. Air show might be staged previous to arrival of airliner (the show will aid in drawing crowds to port) as part of the "ceremonies."

"Welcome" streamers can be attached to the windows of all stores on Main Street. Similarly, stickers might be attached to automobile windshields. Valances on hotel, department store canopies might carry welcome copy, mentioning star's appearance at theatre. Valances can be made up locally, using lettered oilcloth. Only ends of canopies would be used, if covering front, additionally, is too expensive.

Arrangements might be worked out with hotel or restaurants to have company as dinner guests, together with newspaper critics, local celebs. Should be good for newspaper photographs and radio mention if orchestra is broadcasting from dining room. Company should dress for dinner, if so prepared.

Star arriving with large company might be met at station or airport by theatre attendant with several cats. Explained that star wired requesting that manager have five cats at station. Star explains that she wired for "five cabs." Newspapers picking up the gag for stories, might use pictures. Actual wire might be sent, to show. Or star might be met with thirty-two revolvers . . . with the explanation following that star wired for *a* .32 revolver to use in his act.

Arrangements might be made to have newspaper critic meet star, who is coming to city, at nearby town, boarding plane or train and interviewing him en route.

Interviews by newspaper writers must be arranged; for stars or entire company.

Radio broadcast might include interviews, guest appearances on other programs, special program (using material, songs, etc., not used in show); broadcast from back-stage on opening day with announcer roving around from one dressing room to another with microphone, introducing talent for gags or brief numbers. Radio announcer might "watch" a show from back-stage, in this event broadcasting but part of the show. If star of show is famous for several songs, or has made recordings, these might be featured over the air. Special broadcasts can be "dedicated" to the star.

Arrangements might be made to have stars made honorary members of luncheon clubs or police or fire department . . . with photographs for the newspapers.

"Guest Nights," on evenings after opening would have other entertainers (band leaders, soloists with bands appearing in the town, night club entertainers), making "guest appearances" during the show.

Contests . . . suggested by some type of entertainment in the show might help to build up business on an off-night. For instance, with a banjoist featured, a contest for local string pluckers might be sponsored; similarly singers if the star of the stage show sings.

Star can shower lucky heralds from the skies . . . store buying newspaper space calling attention to fact that star of stage show will fly over city at specified time, dropping heralds (which can be dropped by "proxy"). See No. 201.

Star might "write" a newspaper ad, possibly in his hand-writing and signed by him—either for theatre or a store . . . and using photos. Feminine star might serve for a day as guest editor of women's page of newspaper, or as guest columnist.

"Back-stage at (name of show)" can be title of a newspaper feature, with newspaper staff cameraman shooting frequent candid camera photographs back-stage before and during the performance . . . action shots, obviously not posed. Feature story accompanying group layout of the pictures tells reporter's experiences while watching the show from back-stage.

Morning dance "school" might be presented (one morning) for ambitious would-be dancers, with members of chorus, or featured dancers as instructors.

Girls and performers in show might appear as guests of night club after the show . . . introduced to patrons, and over radio. Escorts should be arranged for the girls. Dance spot could name a certain evening in honor of the star, newspaper ads and announcements calling it "(Star) Night." Star and company to definitely be present.

"Cabaret Night" might be made a feature on one evening of the stage show . . . with "after-show" following last regular performance, and all performers seated at tables on stage and, working from tables, introducing specialties not done in their acts. Or "afterpiece" can be routined revue-style, presenting song and dance specialties, comedy "bits," and full-stage scenes, or "black-outs."

Candid Cameras Matinee can have owners of small cameras invited to try for photos of stage show scenes. Camera shop co-operates in contacting camera enthusiasts. Prize for best snaps, displayed in window, and in lobby.

If star has appeared in pictures, scenes from one of them may be made part of advance trailer, or used as an introductory trailer. Or a short could be booked on the same program.

Arrival of performers at theatre (first matinee or opening night) might be broadcast. One performer or girl in each car (automobile dealer supplying cars and drivers), and as each one arrives at theatre, announcer interviews performer until arrival of next car.

Affiliations of stars or performers should be checked. If they belong to lodges, organizations, orders, local members of same organization might be contacted, their attention called to fact that performer is a member.

For a novel, different story, newspaper reviewer might be seated in stage band, perhaps holding an instrument as though playing it, getting his review of the show from this angle. Perhaps photograph, made from wings, showing him sitting in with band, might be used in connection with his review.

Dancers might "test" stockings . . . hosiery shop supplying them with hose, and using a leg photograph of the girls for an ad.

Star or dancer, or a chorus girl might make a talk before a luncheon club on some subject other than show business, a smart talk that will impress club members.

Perhaps newspaper sports page would "sponsor" a long distance golf match between the star of theatre's stage show, and the star of the screen attraction . . . with the screen star wiring his or her score to the sports editor for comparison with that of stage star. Chorus girls might serve as caddies for the stage star, and photographs should make the sport page. Golf photo of screen star might be sent telephoto to run with that of stage star.

Insurance company might, for the advertising, insure dancer's knees, or chorus girl's toes, in connection with and to direct special attention to a spectacular number in the show.

Stage star can be identified with any commendable activity; can be best man at a wedding or on a white horse at the head of a parade; might be present wherever public attention is focused.

Many activities are possible that will win newspaper stories with accompanying photographs picturing the stars, or girls in the show. Local events offer many angles to tie to; and players might be posed with many local scenes or identified with popular local events or topics.

Should new buses be introduced into town, a photograph of girls in the show "taking over" a car, ought to be good for newspaper space, for instance.

Drives or civic activities should have star identified . . . as star pictured buying first Red Cross Seals.

Company might be photographed "taking over" a railroad train, posed about front of the engine (and railroad should place copies of the photo on display in ticket office windows and in stations).

Or company could be taken to inspect the telephone exchange. Or girls from show might be pictured (in bathing suits) "starting theatre cooling plant." Or exercising in a gymnasium. Or "demonstrating" (for a photograph) a jiu jitsu hold. Or engaging in a summertime snowball fight (in bathing suits, and with a cooperating ice company supplying the "snow"). Or posing for a portrait. Girls might stage a "hiking race," from city hall to theatre . . . wearing shorts, and "started" by some local celebrity, "paced" by a bannered automobile and police escort. Chorus numbers could be rehearsed in some unusual spot . . . running through a routine or two (with phonograph accompaniment if other accompaniment isn't available) in park, or at a swimming pool, or atop an important building (but far from edge), or on a boat—any unusual setting. Sport page might use pictures of girls or players at baseball park "working out" before the game; or posed with local sports star.

Entire company might be taken to a swimming pool, to swim as guests of the pool and for photographs in bathing suits (for newspapers as well as for display at pool).

At newspaper office, they may be pictured around a linotype machine, in press room, or a group of the girls surrounding the editor and star. Grouped, and a cut made, a very interesting and novel newspaper feature can be worked out. Entertainers might visit hospital, entertaining the convalescent patients, under sponsorship of the paper. Similarly, orphanages, old folks' homes, etc. Star might act as a "newspaper reporter," interviewing some local notable who is in the news, or a football or baseball team just before a big game. If Mayor is agreeable, a group of girls from show might visit city hall, going through a group routine (in costume or in sports outfits) in front of city hall or on steps . . . with music supplied by accordion or a portable piano which is brought along. Games, baseball or football, might be "officially" started by star . . . throwing first baseball, or tossing football on the field; or, visiting with home town players before the game, wishing them luck; and similarly any other game or competition. Star might present trophy at a race.

Using a selected group of chorus girls, arrangements might possibly be made with some school or college to submit girls to an "intelligence test" (test generally given freshmen), in competition with a group of the college girls. Whatever the result, the test should be good for newspaper, besides showing off the girls and getting a lot of mention around the school. Or girls might "challenge" girl athletes of school or college to a foot race.

Perhaps two stars of stage show might engage in a paper selling competition, taking opposite corners at busiest intersection at rush hour. Returns should go to newsboys who ordinarily occupy the corner and who stick around to help out. One of the girls in the show might challenge a male star to a "fast dressing" contest . . . to be staged in a downtown store window. (They enter window wearing bathing suits, over which they dress.) Store might buy ads on the stunt.

Title of show, or act, should offer additional angles for tieups or newspaper stories. Photos taken for publicity purposes can be placed on display in windows about town.

Newspaper cooperative page, or individual merchants' ads might welcome star or show. Newspaper cooperative page of ads might be sold on basis that star will make a "shopping tour," visiting cooperating business places at an agreed time.

Star can appear in a clothing store for photographs, which store uses in a newspaper ad. Actors may act as demonstrators, salesmen, or merely autograph articles on sale in the store.

Music stores can feature song hits featured or introduced by star, or show. If star plays a musical instrument, a window of instruments might be installed, including photographs of star, who could appear in store and autograph sheet music copies or recordings, or demonstrate instruments.

Radio dealer might buy newspaper space using photograph of star posed with one of their radios (which is installed in star's dressing room at theatre, and photograph made there).

Automobile dealers might go for newspaper space, using photograph of star or girls in show, posed with one of the new models. Possibly newspaper will carry the picture on automobile page.

Store might illustrate an ad with a photograph of star inspecting an article that is named after or dedicated to him.

Girls in show can model hats, or hose, bathing suits or lingerie in a ladies' store, with store's ads largely devoted to theatre's attraction. A fashion show might be set for a matinee performance, with the girls modeling gowns, lingerie, furs, etc., store publicizing the event . . . which might be worked as a separate unit, or included in the regular stage routine.

Drug store would feature cosmetics with photograph of star or girls as center of the display. Hair dressers could name a permanent wave after the star, or dedicate a hair dress to star (and using photograph of the star in their ads). Hair dresser might agree to fix the hair of girls in the show (without charge, as an advertisement), calling attention in their ads to the fact. Autographed stills (to owner or manager of prominent business place) will generally be assured of a prominent place in front windows.

435. COMMENT . . . In connection with screening of a notable attraction, those witnessing it might be invited to inscribe their comment and their names in a large ledger which is placed on a table in the lobby. Book might be later used as feature of a display for lobby, or in other prominent place, spotlighted, with panel copy inviting patrons to read the comment, the opinion of others who have seen (attraction).

Or, "comment cards" can be handed those witnessing a screening, requesting that they inscribe their comment and signatures, asking permission to use same in lobby and ads. Comment may be reproduced, above signatures, in newspaper ads, or on lobby panels.

Radio station might arrange to broadcast comment of patrons leaving theatre after showing of a notable production. Or, during a special screening or following a regular showing, carrying microphone, on a long extension up and down aisles, asking patrons how they enjoyed the attraction.

436. COUPLE MEETING . . . Two men, or man and woman, visit hotel lobbies, restaurants, and other places where crowds gather, and entering separately, they "meet," shake hands, and greeting each other loudly, they mention that they are in town to see (theatre's attraction); or they loudly make a date to see the attraction, as they have both heard it is outstanding. Then on to another spot and another "meeting."

437. SKETCHES, PICTURE PUZZLES . . . Drawings, as basis of a newspaper contest, depict scenes in which things pictured (together with dialogue "clues" in comic-strip "balloons") can be connected together to suggest star's name (as man, standing near a wall, holding an ace and an overflowing stein of beer, with a "balloon" carrying word "Eh," or including it prominently in a sentence . . . representing Wallace Beery. Titles of star's previous pictures, or title of a coming show, can be represented. Optional list of names is carried, one of which is the correct one. Contestants must identify star or title represented.

Local sketch artist, working from stills, can make up a series of illustrations, 8x10, that can be used instead of stills, as a change, for front display, or newspaper.

438. CYLINDER . . . Made up a foot or more in diameter, a cylinder or drum, might be made to revolve back of an opening in a display panel . . . perhaps over (horizontally), the box office . . . as it revolves, bringing several lines of copy consecutively into view through the opening.

Or, for window or lobby display, a horizontally revolving cylinder might have a series of 8x10 stills loosely attached at top of stills . . . so that on reaching a certain point, as the cylinder revolves, moving downward, the stills fall over. Copy on reverse sides of stills.

439. MASKED AUTOMOBILE . . . Automobile driven about the city has all windows and windshield completely covered over with black cloth. Apparently the car is completely masked, since no one can see in the car. However, those within the car have clear vision through all windows of the car. Black glazed muslin is used to "mask" the car, being attached inside the windows, with the glazed surface facing outward. Copy lettered across the windows and the windshields (using water color): "The (name of attraction) Mystery (name of car)."

Or, instead of masking the car, the driver may be masked. Preferably a girl, banners on car ask: "Who is the Mysterious masked driver of the (attraction) (car)?" Driver is unmasked in front of theatre opening day.

440. WOMEN'S PAGE . . . Society Page in newspaper shouldn't be overlooked in appealing to women. Special ads can be occasionally effectively placed on the page. Scene cuts, or illustrations from the attraction, might be carried.

Editors will generally accept good fashion illustrations of stars for use on women's page.

A "Designers' Contest" might be arranged for the Fashion page . . . carrying full-length illustration of star . . . and suggesting that readers draw their design for a dress over the illustration (or a hat; or a scarf). Tickets to best so-many. Costume "designs" might be required to be made of actual cloth pasted over the figure.

"Beauty Hints" under star's name and illustrated with star's photograph (from coming attraction) might be available or possible to secure. Series of chapters might feature care of skin, hands, eyebrows, eyes, hair.

441. GROWING OLD . . . Card, or herald is imprinted: "How to keep from Growing Old" . . . following with smaller type, "Always Race with Locomotives to Crossings; Engineers Like it; It breaks the Monotony of their Jobs. Always Pass the Car Ahead on Curves or Turns; Don't use your Horn . . . it may Unnerve the fellow, and cause him to turn out too far. Demand Half the Road . . . the Middle Half; Insist on your Rights. Always Speed; it shows you are a Man of Pep, even though an Amateur Driver. Never Stop, Look or Listen at Railroad Crossings . . . it Consumes Time; Anyway, let the Train stop for a Change. Always Lock Your Brakes when Skidding . . . it makes the job more Artistic. In Sloppy Weather, drive Close to Pedestrians . . . Dry Cleaners appreciate this Consideration. Never Look Around when Backing Up . . . there's never anything Behind You. Drive Confidently, just as though there were not millions of other cars in service. But . . . in all Seriousness . . . here's a Sure Way to 'Keep from Growing Old' . . . Laugh the Years Away . . . see (and into attraction copy)."

442. CRAZES PUZZLES . . . Freak stunts which are occasionally the rage, can always be tied in for publicity, or used as an attraction. Endurance runners or dancers, champion "tree-sitters," jig-saw puzzle champs, endurance piano-players, etc., might make appearance in theatre lobby, or be introduced from stage.

Newspaper ad might carry copy that champ had to suspend activities to see (attraction). Appearance of stunters at theatre might be handled in comedy style or seriously, depending on the "champ."

Stunters might cooperate in advertising attraction during the stunt they are performing. Perhaps they might be placed in lobby or store window, surrounded by theatre advertising; or broadcast may be arranged, with attraction mentioned.

Puzzle crazes that sweep over the country periodically might be capitalized on similarly. Marathons or contests might be set for lobby or window, with theatre advertising incorporated in the display.

Games that come into popularity, including card games, might be played in theatre lobby or lounges; prizes offered in outstanding games; perhaps a tournament for theatre lobby can be promoted. Imprinted "games" might be supplied patrons if not too expensive.

Printed puzzles (as cross-word puzzles), can often be adapted to newspaper reproduction, or used for heralds or programs. Blank "cross-word" may have contestants invited to pencil in star's name in any arrangement, then to fill in spaces both up and down with words which can be found in the encyclopedia, or dictionary.

443. **MYSTIC RADIO** . . . Radio made part of display for lobby or front of store with copy on display calling it the "Mystic (name of attraction) Radio" . . . adding that it will answer all questions. Copy included: "Is there something you wish to know? Ask the Mystic (attraction) Radio . . . It will Answer!" Two-way amplification, carrying voices both ways, enables hidden operator to hear questions asked and to answer them (microphone out front being concealed behind a panel or within the radio, carries voice to operator—he speaks into a microphone that is connected through the radio).

Attendant (costumed) prevents persons from tampering with the radio . . . and repeats questions if necessary for microphone to pick them up.

Several "plants" might be arranged, who ask comedy questions, and get funny answers.

If cashier has a view of the display, perhaps she can telephone names of persons in front of the radio to the "operator" . . . who can amaze them by calling them by name.

Operator must use good judgment, and confine answers and "advice" to straight comedy. And mentioning attraction continuously.

Also, instead of using a radio as center of display, a papier mache figure, or a dummy, or a display modeled after the star or suggested by the attraction, can be used . . . with mike and speaker concealed in same. Might have dummy stationed at a microphone in lobby as though announcing. (*See Diagrams, Papier Mache.*)

444. **BACKSEAT DRIVERS** . . . Foldover herald is imprinted

on front cover: "Advice to Backseat Drivers." On opening it, in large letters, the copy: "Shut Up!" is revealed. Arrow points to edge of page, and turning to back page, is copy: "STOP worrying about Driving . . . GO see (and into attraction copy)."

Or card for distribution is made up after style of a license, imprinted: "Backseat Driver's License (and in smaller type): Issued by Bureau of Insanity, State of Nervousness. Certifying that the holder of this Certificate has passed all tests for Hysteria, and is licensed to Operate, Dominate, Irritate and Criticize the Chauffeur either from the rear or from the front Seat." Copy on attraction at bottom of card (as "But why worry about who's driving, go see . . ."). Attraction copy is imprinted on reverse side of the card.

445. CHALLENGE . . . In tieup with leading store, or stores, a challenge is issued to studio that town can select six girls (or any number, perhaps one from each of several stores), as beautiful as those shown in coming attraction.

Resolving into a beauty contest, each store (or other business place) sponsors and selects a girl . . . with final selection from among these girls to be made when they appear on opening night at theatre . . . with prize or trophy, or perhaps a trip, for the winner. In connection with a stage show, girls in the show might act as the judges in picking out the prettiest local girls (there being no actual contest between show girls and local girls).

Newspapers should carry daily stories in advance, as each girl is selected by a different business place to represent it . . . illustrating stories with photographs of local girls and the girls in the coming attraction.

Arrangements might be made with luncheon club to clown the idea, with club claiming (for newspaper stories) that they can pick more handsome man from their members than star (of coming attraction).

"Challenge" trailer or ad can carry copy: "No matter how many pictures you've seen, we challenge you to compare a single one of them with (attraction)." Or similar wording.

446. FRIGHT WIG . . . Wig, to be worn by bally man on streets, is especially prepared by hair dresser or costumer, so that hair stands on end. His back carries copy: "My hair stood on end when I saw (attraction)." (Attraction must be appropriate, of course).

447. DEPOTS, TERMINALS, SUBWAYS . . . Display panels, cards or banners might be placed in depots and terminals for buses and trains, or planes. Distribution of heralds might be permitted. Stunt men might meet crowds arriving at rush hours.

Displays may be effectively placed about subway exits, arranging windows, placing cards on newsstands or other locations.

448. LAUGH HURRICANE . . . Three outstanding words, in big type, on a herald or in newspaper space, are: "Warning!" "Hurricane," and "Tornado." Smaller in-between type makes the copy read, however: "Warning! (town) can be prepared for a Hurricane of Laughter . . . when (attraction) comes to town." (Then following with copy on the attraction and concluding with: "It's a veritable Tornado of Titillation, a Hurricane of Hilarity!" Might be adapted to radio spot announcements, starting them: "Storm Warning! (Town) can get set for a Hurricane . . . a Hurricane of laughter, etc."

449. MOTH BALLS . . . Camphor balls, placed in a sealed bottle of charged water, will keep continuously diving to the bottom and then returning to the top.

In window or lobby, copy on display cards says that thrills (or laughs) in the picture are as endless as the motion of the amazing mystic spheres.

450. SIT DOWN STRIKER . . . Girl seats herself during rush hours in front of theatre, in comfortable chair, and attaches herself by means of handcuffs and long chain to some front fixture. Panel beside her carries copy: "I'm on a Sit Down Strike. And I won't leave until my sweetheart takes me to see (attraction)."

451. SIGN THE BOOK . . . Ruled cards . . . with spaces for a hundred signatures and addresses, are imprinted at top: "The bearer is trying to earn a ticket to (theatre) to see (attraction) . . . and in order to get this ticket, he must have this card completely filled out. Your signature attached certifies that he has called to your attention the showing of (attraction) at the (theatre), and does in no way obligate you."

As one of these cards will reach attention of a hundred people, a large number of cards is not necessary and they can be limited. Boys (possibly Scouts) might get the signatures for tickets or prize. Names, checked for duplication, can be used for mailing list.

452. GIRL MEASUREMENTS . . . Using measurements of feminine star, newspaper might cooperate in search for a local girl of nearly identical measurements. Photograph of star is carried, together with her measurements, marked on the photograph . . . ankle, calf, thigh, hips, waist, bust, neck, arm, together with weight and height. Girls might be invited to submit their measurements. Prize (from star), perhaps a bathing suit, and tickets, for the winner. Idea might be adapted to a store's ad.

In connection with stories, newspaper could use a photograph of local girl, in bathing suit, being measured for the contest. Perhaps some local celeb can be applying the tape measure.

Lobby display might feature life-size cutout figure of a girl, on slight elevation, several feet forward from back panel of display. Card attached to back panel describes the figure as feminine perfection (as seen in attraction) and inviting girls to compare measurements. Measurements are then listed on the card—bust (which might be 34″), waist (25″ or 26″), hips (34″), thigh (18″), calf (13″ or 14″), ankle (7″) . . . or approximately these measurements . . . with white ribbons extending from the listed measurement on the card to the cutout figure, attaching at part of figure to which measurements refer.

Small tape measures might be distributed, with attached tag carrying copy: "Have you a figure like (star)?", and listing measurements, carrying copy on attraction. Tapes handed to girls in stores, offices. Or, tags can be imprinted: "Here's a full measure of fun (and copy)."

453. DAYS UNTIL . . . Series of small advance newspaper ads are modeled after usual "Days till Christmas" announcements that break in newspaper around Christmas time . . . ads carrying copy: "(Number) Days until (attraction copy)." Illustrated with photo of Santa Claus (and more effective if out of season), ads might carry copy: "(Number) of Days . . . Until Mr. Santa Claus makes his first Out-of-Season Appearance . . . to bring you (attraction)."

Might be adapted to a front or lobby panel, changing the number of days each day.

Near Christmas time, use of a series of advance ads might tie in with Christmas attraction very effectively . . . billing the attraction as: "(Theatre's) Christmas Treat for (town)."

454. LOCAL EVENTS . . . Current events or topics of conversation, often offer angles for copy on attraction, tieing in the local event with attraction title. Check local headlines.

455. STOP-GO . . . Display for lobby or window made up after style of traffic signals, alternately flashes red and green . . . the red, when lighted, reading: "Stop! . . . and see (attraction)" . . . and then the green, when lighted: "Go . . . see (attraction)." The red and green lights in the painted semaphore might be spotted behind the letter "O" in "Stop" and "Go."

Cards imprinted, "*Stop!* Go see (attraction)" might be attached to poles at arterials or through streets where cross-traffic is required to stop. Word "Stop" is large, and stands out at first glance.

456. PAINT . . . Paint store, might have man (or pretty girl), "demonstrating" their paint in their window, by continually lettering the name of theatre's attraction on a small panel.

Man might travel about town, setting up panel on curb, and proceeding to paint it. After finishing, he attaches a panel lettered: "I'm painting the town. My wife's gone to the country, and I just saw (attraction)."

457. LOBBY BROADCASTING STATION . . . Duplication of a broadcasting studio set up in lobby, microphone being made the center of attraction display. Slight elevation provided for announcer, entertainers, so they are easily in view. At certain times each day, programs are broadcast, attraction announcements included.

Night clubs might supply entertainers, band leaders might act as guest announcers. Piano or musical accompaniment is necessary. If radio hookup is not possible, amplification equipment might be used instead, with programs and announcements carried outside the theatre. Song hits from the attraction may be featured.

458. NEWSREEL . . . Tieup might be made with newspaper or radio station . . . having a special introductory trailer made up for regular use in connection with newsreels. The trailer carries the copy: "The (theatre) (Newspaper or Radio Station) News." Or: "The (theatre) (name of newsreel) News . . . Presented in cooperation with (radio station or newspaper)." The trailer takes the place of regular newsreel leads in daily use.

Newspaper should accord special publicity in exchange. Radio Station would mention the newsreel and theatre's attraction after each newscast . . . as, "For illustrated news, see the (station) Newsreel at (theatre) where (attraction) is now showing." The tieup might, in addition, pave the way for future close cooperation.

Newsreels often carry subjects that are of sufficient interest to merit ad and front billing. Additionally, occasional flashes might appeal to certain groups, or individuals . . . whom cashier might telephone.

Occasionally a newsreel will show a subject with which a coming attraction will deal. In which case, a trailer might be effectively cut into the newsreel immediately following the scene (regular trailer or a specially made up single flash trailer).

459. SUNDAY BUILDUP . . . Effective especially in smaller towns, an ordinary penny post-card might be sent the rural mailing list, or to smaller surrounding towns . . . with copy imprinted: "Come to (town) Sunday (then listing Sunday attractions)."

Several merchants ads are included on the card . . . a couple of small spaces on either side (perhaps a restaurant, hotel, drug store, garage) . . . with business places cooperating in paying for cards and printing.

460. **PUSHMOBILE** . . . An old automobile . . . with shafts placed *behind* it . . . and a horse or mule hitched behind so that the animal is *pushing*, instead of pulling the car.

Banner with copy tieing in attraction. Probably especially adaptable to comedy or story dealing in comedy manner with automobiles.

461. **NO BULL** . . . A costumed man leading a belled cow about town . . . the cow bannered: "This is no bull . . . (attraction) is funniest picture yet produced" (or copy suggested by attraction). The cow can be even placed on a truck, banners on the truck carrying the copy.

462. **DIXIE** . . . Southern story background suggests use of bales of cotton (real or imitation) and banjo-playing darkies.

Display panels can depict southern scene—hanging moss, magnolias, girls in crinoline costumes, steamboats on the river (shadowboxed river scene can picture a steamboat which has a practical paddle-wheel on the back, which turns in a concealed trough of water).

Patriotic organizations may lend their support, perhaps attending on a special night which is dedicated to them. Band or orchestra can play "Dixie" before showing of attraction.

Southern songs featured over radio stations; and singer with leading orchestra might sing "Dixie," dedicating it to the attraction.

Southern flag might be displayed. Relics and souvenirs of the South might be used for window display.

Book stores and libraries can feature books which have a Southern locale. Essay contest based on southern history might be arranged in schools.

463. **WHISPERING CAMPAIGN** . . . Theatre staff whispering a word about a coming attraction to each patron entering the theatre. First the cashier as she sells the tickets, then the doorman, then the usher as he seats the patron.

Trailer on the attraction can begin with "s-h-h-" copy, and request "Keep it a secret, but (attraction) is coming." Or voice over sound system, or recorded with trailer, might whisper copy on attraction at beginning of trailer.

464. **TREADMILL** . . . A treadmill unit might be available and adaptable to window or lobby flash; or one might be constructed

In use, display panels would extend from the bottom to slightly above (several inches) the tread. "Mill" (continuous belt of slats, on rollers), horizontal, is motor-driven . . . or constructed at a slant, weight of person walking on it drives it. Made the center of a display on the attraction, and featuring action suggested by the story, couple might appear walking together, or soldiers marching, or sprinter running, or man following or chasing a girl . . . or whatever story suggests. In a window and featuring a costumed girl, panels can carry copy: "She's on her way to (theatre) to see (attraction)" . . . or a small sign made up after style of roadside direction arrows might point straight ahead, carrying copy: "To (theatre) and (attraction)."

465. **POWDER** . . . Small envelopes, for distribution, are imprinted: "Vanishing Powder," with copy to the effect that troubles will vanish "if you sprinkle the powder about . . . then go see (attraction) at (theatre)." Or, imprint: "A Breath of Sweetest Romance (and into copy on attraction)" . . . placing scented powder (ordinary talcum) inside the envelopes. Similarly, "magic herbs" envelopes would contain green tea.

466. **BANNER FROM BUILDING** . . . Banner might be unrolled for an eye-catching stunt, from the top (or an upper window) of a prominently located building . . . preferably after some action or music suggested by the attraction . . . as, a man in uniform appearing and blowing a bugle (or a group of buglers), then another uniformed man permitting the lettered banner to swiftly unroll (banner being rolled from bottom, held securely at top . . . nothing at bottom of banner to tear loose, though cross-strip of wood might be used at top to aid in holding it straight). After banner remains in view for several minutes, it is drawn up, rewound, and the stunt repeated.

Or, instead of bugles, two men dressed as sailors might signal with flags to each other from tops of building . . . one of them permitting banner to unroll after sufficient attention has been attracted.

Man with trumpet might play chorus of hit tune from attraction, after which the banner is unrolled. Etc.

Variation would have several persons stationed at prominent corner staring and pointing to an upper window; others will stop and stare too; sufficient attention attracted, banner is unrolled.

467. **MEN'S STORES** . . . Photograph of male star of theatre's attraction might be used by men's store to illustrate a newspaper ad or mailing piece . . . with mention of attraction included.

Window displays might feature articles named after star, or dedicated to star of theatre's attraction: gloves, hats, neckties, shirts, shoes . . . with display stuff on attraction included in the display.

Picture of girl in attraction might be adapted for ad or window use by using copy: "If (name) were buying a gift for her sweetheart, she would certainly include (article)."

468. WASHING . . . Company selling washing machines might feature a machine in their windows, together with copy: "You'll save enough time with a (name) machine to see (attraction and theatre)." Copy on attraction completes the display. Washing machine distributor might buy newspaper ads, using scene from attraction for illustration. Copy might call the attraction a "clean-up in laughs."

Novelty herald could have a clothes-pin attached, herald carrying copy: "Wash Day is Abolished! Girls Leave Home! Boys too . . . They're all going to (theatre) to see (attraction)." Company selling washing machines might cooperate on the cost of the heralds, including copy to the effect that their machine has abolished washday, made it possible to enjoy leisure by witnessing (attraction copy).

469. FAN CLUBS . . . Many stars have fan clubs (organized groups of admirers), dedicated to them throughout the country. Members are enthusiastic supporters of any attraction in which star appears, and should be contacted. Or, a local club might be "organized" (perhaps with cooperation of newspaper or radio station). They should be asked to tell their friends about the attraction.

470. ISMS . . . When a star is known for his bright remarks or witty sayings, illustrations might be used by newspaper as feature, carrying a "saying," or home-spun philosophy attributed to star under the illustration.

Newspaper contest might be featured under heading: "I wish I'd said that," with contestants to submit their favorite quotations and their authors, and reasons for selection.

"Sayings," or well known expressions of famous screen and radio stars could be scattered through the ads in a classified page tieup . . . with space on page devoted to attraction and offering tickets to first so-many persons locating all the quotations, naming the person identified with each.

471. WHAT'S WRONG HERE . . . Scenes from attraction, in which items that are definitely out of line are shown, might be made the basis of a newspaper contest . . . as scene showing ancient Romans, one of whom is pictured smoking a pipe; or otherwise introducing some modern device into a scene where it would be out of place or historically incorrect. Artist can adapt stills on the attraction, adding the articles as inconspicuously as possible . . . with contestants to attempt to pick out the mistake and to describe it in rhyme.

Or newspaper feature might use drawings made up from stills on theatre's attraction, but with as many errors included as is possible. Drawings could be carried as a series of daily contests in paper, with tickets for first so-many correct lists of errors.

472. **HARVEST** . . . September or October could be designated as "*Harvest Month,*" calling attention to the "Harvest of Hits" to be shown by theatre during that period.

Displays might feature actual farm produce, pumpkins, shocks of corn, etc. Giant papier mache cornucopia, or horn of plenty, can be made the center of a display, with the produce pouring from the horn, together with panels carrying titles of coming attractions.

Merchant cooperation might be arranged, perhaps with cooperation of local Chamber of Commerce, inaugurating a city-wide "Harvest Month," with stores carrying "harvest" idea in their ads and window displays. Selection of a "Harvest Queen," with aid of merchants, might be a feature (*see No.* 50, *No.* 533).

473. **SCRAP BOOK** . . . Prepared "scrap book;" can be placed on a spotlighted pedestal or small table (to which it is attached) in drug store and other business place. Panel which completes the display invites patrons to look through star's "(Name of attraction) Scrap Book."

The "scrap book," any type of book which is attractive in appearance and sufficiently large, carries name of attraction lettered on front cover, and inner pages are given over to clippings of stories on attraction (from fan magazines, newspapers, press-books), and stills of scenes from the attraction.

474. **GIRL AND AUTO** . . . Adaptable to almost any attraction with title that in any way refers to a girl or uses a girl's name . . . a flashy open automobile being secured, top back, and neat sign carried on each side. Uniformed chauffeur drives the car; and attractive girl (of type suggested by attraction) rides in back seat.

475. **DOGS** . . . Attraction featuring a dog, or start of a serial, or a show especially appealing to kids, might suggest a "pet matinee," or a "dog matinee," for the kids . . . perhaps with cooperation of newspaper.

Some promoted prize (perhaps an ice cream cone, or candy) might be offered to every kid bringing a dog to the theatre at a specified time, before theatre opens, and sufficiently early for them to *take their dogs or pets home again.* Prizes should be offered for best looking dog, homeliest dog, smartest dog, funniest dog.

A dog show might be promoted locally; or cooperation with a dog show might be possible; with special "blue ribbon," from the canine star of attraction, for the winner. Dog, led about streets by an attractive girl, could be wearing a lettered dog blanket. Basis of a contest with pup as a prize could be submitted letters telling "why I want (name of dog)." Or, naming of the dog; with reasons for name selection. Dog being awarded "with compliments of (star)." "Me and My Dog" snapshots may be made basis of contest . . . with best snaps of kids and their dogs winning tickets.

476. COLOR SPOTLIGHT . . . Securing use of a powerful searchlight first, a series of teaser ads break in the papers . . . as, "If the light is Blue, SHE will be at City Hall," or, "If the light is Red, SHE will be at (streets)" . . . finishing the series with, "If the light is White, SHE will be at (theatre)."

On opening night of attraction, a white searchlight sweeps through the skies from top of a downtown building . . . periodically illuminating a large banner which is unfurled from top of another building, the banner carrying copy: "SHE'S at the (theatre) . . . (star) of (attraction)." Or, light might be placed atop theatre marquee, with ads announcing that if light picks out a person on the sidewalk that person will receive guest tickets.

477. AIR CIRCUS . . . In connection with an aviation show . . . possibly presenting trophy, named after attraction or star in some contest. Tieup might be made with newspaper and radio station for their sponsorship, and for publicity . . . and possibly with charitable organization, which will receive the returns of a collection to be taken up at the airport (charity organization might be newspaper's sponsored charity). Pilots at airport should supply the show on the strength of the large numbers of people attracted to the airport, many of whom will spend money there. "Air Show" should be staged in advance of opening of theatre attraction, and preferably on a holiday or on Sunday, and in the forenoon, so that it does not interfere with regular matinee attendance at theatre. Flyers should present various stunts and aerial acrobatics. Added interest might be drawn to newspaper stories, by asking for a local girl to make a parachute jump (not permitting her, in case she volunteers, to jump; sheriff or her parents might stop her). Amplification equipment might be used, announcements made during the air show, plugging theatre attraction. Sky-writer might perform. Though especially adaptable to air story, an air show might be staged in connection with any sort of attraction; or in connection with welcome ceremonies greeting arrival of star by plane at airport. Flying organizations may cooperate in arranging the air show.

478. VALENTINE . . . If attraction plays near St. Valentine's Day (or, if story suggests), display panels might be made up Valentine style. Window displays can be arranged, with still from attraction featured as the center of a large valentine.

Newspaper could feature photos of stars as center of drawn valentine designs, with contest based on best submitted valentine inscriptions in rhyme to accompany the photograph. Comic valentine idea might be followed out for comedy stars.

Patrons might be invited to sign giant valentine, on display in lobby, to be sent star of Valentine Day attraction. Carries photo of star, and copy.

479. BETTER FILMS . . . Support of Better Films Council and other organizations can prove invaluable in connection with a high-type film attraction. Their membership might be contacted; they might make announcements at a meeting of their members; and their membership might actively sponsor the local showing, perhaps selling tickets on a percentage basis. They can aid in securing school support on an educational feature, and securing support of women's clubs. They might supply a mailing list of members, to whom letters can be directed.

480. MR. SHAKESPEARE . . . Appeal should be made to Shakespearean societies, schools, colleges, in connection with an attraction based on a Shakespearean play. All *educational organizations* will gladly lend their support. *Better films* organizations and women's clubs will be glad to help.

Sponsorship committee might be organized well in advance, with members meeting at a tea, discussing plans for showing of the attraction. In addition to lending their support, they, or some socially important local club might sponsor the sale of tickets on the opening night, on a percentage basis, assuring the attendance of the town's socially elect in formal attire. A socially prominent group might act as "ushers" (Junior League or debutantes), on opening night. *Broadcast from lobby* should be featured, with prominents being introduced. *Society editor* should be present to jot down names of those attending, noting the costumes of the ladies. Roto page layout in papers and editorial comment is a possibility.

Schools might base a *study period* on the particular play that has been filmed; or they might allow credits for those students who witness it. They could further cooperate in advising their students to see the attraction. An authority on Shakespeare could appear before school assemblies and clubs, especially women's clubs, speaking about Shakespeare and about the attraction. Schools might sponsor an *essay contest* on the influence of Shakespeare on every day English. Schools may even permit students a half holiday that they might see the attraction. Superintendent of schools should lend his endorsement, and if he does, it should pave the way toward wholehearted cooperation from all school heads.

481. VOTES, ELECTION . . . Around election time, or if story concerns an election, small envelope heralds might be imprinted: "A Reward for Your Vote!" Inside envelope is printed slip, reading: "For greater entertainment as your reward, vote for (and into attraction copy)." Or, heralds may be made up to resemble ballots and election cards.

Campaign cards, similar to those circulated by candidates might be printed, carrying photo of star, and copy: ("Star) is content with his status as king of comedians (or whatever 'title' is suitable), and is not running for the office of (office for which election is being held)." See (star) in (attraction). Only words set in large type are "(Star's name) for (office)" . . . balance of copy being set in smallest available up-and-lower, so that at first glance only the large type is read.

Added election angle could be use of "electioneer" going through a "campaign" speech, after the manner of regular political speaker, possibly from back seat of open car which is stopped at busy intersections. "Speech" should be brief, humorous, and calling attention to theatre's attraction. Attractive girls pass out "campaign cards" or heralds. Car appropriately bannered. "Electioneer" might be used as barker out front.

482. "CLOSED" CARDS . . . Printed cards, large enough to be read at a glance, carry copy: "Closed. Gone to see (attraction) at (theatre), and are attached to the doors of business places on holidays or Sundays, or late on the evening preceeding.

Cards imprinted at an angle, with perforation in top corner so that they can be attached with string to the door.

483. HOTEL CLERKS, BELL BOYS, TAXI DRIVERS . . . Can be of much value if they are boosting for the theatre. An occasional complimentary ticket might prove a valuable investment.

484. OUT OF FRAME . . . Specially made up trailer has first "flash" (which merely shows reproduction of a still from a coming attraction) *out of frame.* Running out of frame for about ten seconds the next flash appears *in frame* and carries copy: "Please pardon us . . . We're all excited . . . we just heard about a great show that's been booked for this theatre." Next flash carries copy: "You can see for yourself . . . Look at these scenes . . ." Follow immediately with regular trailer.

485. **LOVE BIRDS AND CANARIES** . . . Cage containing two love birds and two, or more, canaries, can be used as center of an effective window display, possibly in pet store, or store handling birds.

A letter is attached on the front of each bird (a small tag, placed over their heads), spelling out (together) attraction title or star's name (which must be brief).

Tickets are offered those witnessing the birds in line in correct order to spell out the specified word.

Birds are lettered, however, so that for correct spelling, the love birds would have to be placed on either end. Love birds will not permit the canaries to come between them, and consequently they never get in correct order.

486. **HANDKERCHIEFS** . . . If they can be secured cheaply enough, handkerchiefs can be imprinted (with either "move you to tears," or "laugh 'til you cry" copy), and distributed to ladies in advance. Or, instead of imprinting, small stickers might be attached. Or, paper handkerchiefs or napkins might be imprinted and used instead of actual handkerchiefs.

487. **MOTHER-IN-LAW** . . . Jovial looking man walks down street between pretty girl and grim looking woman. He hands out cards that carry imprint: "I just saw (attraction), and even with my mother-in-law along, I enjoyed it." And he can carry the same copy on his back.

488. **WEDDING INVITATION** . . . Herald imprinted after the style of a regular wedding invitation, copy calls attention to "Wedding of Mirth and Romance;" or, in connection with attraction that features a wedding in title or story, calling attention to the screen wedding.

Herald might be modeled after a marriage license; or a marriage license reproduced, using names of characters in story . . . overprinting, "Warning! See (attraction) first."

489. **LADDER** . . . Couple of girls, carrying a not-too-long ladder about town will attract attention . . . stopping on important

corners, and placing ladder against building, one of them climbing the ladder, permits a banner to unroll (other girl seizing and holding other end of banner) . . . the "banner" carrying copy: "We've got to get UP Early Tomorrow . . . (star) is coming to town . . . in (attraction)."

490. SELECTING BEST . . . Sports page readers might be invited to select eleven best football players, or best baseball players, with their reason for each selection. Or, in connection with showing of musical, ten best song hits, either of the year, or of all time, might be selected. Or best radio entertainers or stage stars.

Whatever the angle in the attraction some "best" is suggested and can be made the basis of a tieup, newspaper mentioning theatre's attraction in all stories, with tickets for winning selections.

491. STREET PAGEANT . . . Ambitious plans might include promotion of a street pageant which is designed to promote business of stores as well as theatre's attractions, with different gaily decorated floats entered in a parade, and other celebration. Products of the section might be used as a theme in the parade (as peaches, or cotton, or flowers). Pretty girls ride on the floats, or march or skate along line of march in costumes.

Block in which theatre is located might be roped off for an hour, for street dancing, and ceremonies in front of theatre, which are broadcast, including speech by officials. Prizes might be presented for most attractive costumes, prettiest girls.

Previously selected "queen" of the festivities might "arrive," to start the festivities . . . coming via boat, plane or automobile. Several dances might be arranged, at which she presides. She could be crowned on theatre stage, her princesses introduced (from various clubs, who select the girls to represent them).

Parade and street action should terminate early, with program at theatre scheduled to follow immediately.

492. HOLLYWOOD . . . Studio background might suggest selection of a proxy for the star (*No.* 887); selection of "(town's) Own Movie Queen," who will serve as movie queen for a day (*No.* 286); Impersonation contest (*No.* 172); "Hollywood premier" (*No.* 11). Main street renamed "Hollywood Boulevard" for a day (*No.* 371). Float, traveling about downtown section, might feature movie studio setup, with cameras focused on a couple of pretty girls. Hollywood Ball (*See* 79), and Beauty Contests (50).

493. RUBBER BANDS . . . Even rubber bands (wider type), might be bought in quantity and imprinted. Distributed in offices, stores, brokerage offices, banks and business places.

494. NEWSPAPER SERIAL . . . Can often be planted for newspaper space, and are available on many pictures (story of attraction written in a series of chapters, or episodes).

If serial isn't available, a very acceptable serial can be arranged by selecting stills which carry the story along in correct sequence, having the paper carry one or several each day (in advance) with brief synopsis of that part of the story under each illustration. Final episode should not tell too much of the finish of the story.

Using weekly papers, several chapters might be combined. Serial can even be added to heralds which are regularly distributed, perhaps imprinting on reverse side.

495. CHECKING THROUGH THE STILLS . . . Radio program featuring boy and girl, who look through a set of photographs on a coming attraction, describing the pictured scenes in their enthusiastic comment. Music, songs, announcements complete the program.

496. ACTION . . . Attraction might suggest or portray a stunt that might be safely duplicated locally . . . with assurance of newspaper stories. Check story details.

497. NERO . . . Dressed in flowing Roman robes and sandals, and wearing a wreath, a big tough-looking fellow sits as center of a lobby or window display, and plays a fiddle. Display panel carries copy: "The Hottest Event Since the Burning of Rome" . . . and copy on attraction.

In window, amplification might carry the "music" and occasional remarks of "Nero" to outside window. He should be able to clown the stunt for laughs.

498. SCALES . . . Wherever scales are placed, theatre or store, an attached display on attraction might offer tickets, or star photographs, to those whose weight is exactly the same as star's (whose weight is given). Using a scale that prints the weight on a small ticket, certain tickets might be stamped, and these winning.

Novel adaption might offer tickets for boy or girl weighing, together, a specified amount . . . boy to pick up girl, weighing together.

Novel adaption of "weigh yourself" scale stunt for lobby, has different face made up for pointer-type scale, with divided spaces (all over 85 pound mark on scales) lettered with catchy lines, or lines suggested by the attraction . . . as, "Good to her Mother," "Sweet and Simple," "Beautiful and not so Dumb," "Movies, and then Straight Back Home." Tickets for certain spaces.

499. PLAY . . . Attraction based on famous play, or story that features writing of a play, might be used as basis for a contest, via newspaper or radio, for best locally written play . . . which might later be enacted by Little Theatre players, or other group, on stage, or over radio station.

"Playwright" might "set up" in a store window, with his typewriter, display panels in window announcing that, "inspired" by attraction, he intends to write a play in a specified number of hours, to enter in the contest. Window amplification can be used.

Letters can be sent literary clubs; educational groups might be interested. Copies of old plays, and old programs from presentations of famous old plays might be secured and used for window display.

500. FEATURE PAGES . . . Newspapers regularly use prepared feature stories . . . which consume several columns; or in Sunday papers and magazine sections, occasionally a full page.

If the stories are prepared in advance, they should be newsy, interesting. Most papers will prefer to prepare features themselves, using material submitted. Rotogravure pages, if featured by Sunday edition, might use photographs of stars, or girls in show. Perhaps paper will carry a large photograph, "suitable for framing," of star.

Amusement pages will, of course, regularly use scene stills if they are interesting; newspaper will generally bring out an art layout page on one day, at least, of the week, which features illustrations and stories on week's attractions at theatre.

501. BROADCAST WINDOW . . . Layout and style of regular broadcast station is duplicated in a store window. Microphone is connected through amplification equipment with speakers placed outside window. "Announcers" to introduce talent, make announcements. Song hits from picture are presented. Stage show talent can be introduced. Announcer continuously tells about attraction, attracting the attention of those passing the window. With cooperation of radio station, actual broadcast from the window might be arranged.

Using amplification equipment, and with telephone company cooperation (small towns), or by running lines, a "broadcast" from a window "studio" (or from "studio" in theatre building), might be carried into prominent restaurants, stores, or other locations.

502. 1089 . . . Write down three figures, then reverse same and subtract the smaller figures from the larger three figures, leaving a three-figured remainder . . . then *reverse* the *remainder*, and add these new figures to the remainder and the total will be 1089, never varying.

Based on this mathematical trick, tickets might be offered to those following instructions and working out the problem to a different total. Adaptable to lobby or window; or used on a radio program. Or carried on heralds or programs.

503. REACTIONS . . . Tickets, through radio or newspaper, are offered for best submitted "reactions" to an attraction. Naturally those wishing to send in their opinion of the show will first prefer to see it. Might ask contestants to submit reasons "why they like (star of attraction)," or to tell what they like best in the show.

504. WRECK . . . Theme of attraction, or title, might suggest use of a wrecked automobile. Could be secured from a garage, and placed on display in front of theatre. Or, in prominent spot about town. Or, mounted aboard a truck, which tours town. Banners carry copy: "The driver was in a hurry (or going too fast) to see (attraction) at (theatre)." Or, "Drive Carefully to (theatre), to see (attraction)."

Cooperation of newspaper, automobile dealers, boy scouts, might be secured in a "Drive Safely" week, tieing in attraction. Parade may be arranged, with band, a wrecked car on a bannered truck, and theatre advertising. (*See No.* 964.)

505. TRADE PAPER ADS . . . Attractive display ads on attractions, in the trade papers, often offer effective angles and copy for newspaper ads. Occasionally, too, they are excellent for lobby panels or for "blow-ups." The best advertising brains in the business prepare these ads, and they are generally very effective.

506. AUTOMOBILE DEALERS . . . Local distributors of automobiles will generally cooperate in any reasonable publicity effort, participating gladly in parades, street stunts.

Introducing new models, dealer could place an automobile on display in theatre lobby . . . buying large newspaper space which sells theatre's attraction (repaying theatre for the display), as well as calling attention to car. Elaborating on lobby display, and if space permits, a lobby "Auto Show" might be presented . . . perhaps competing with a regular automobile show (at some other local point), placing several models in lobby, automobile dealer or dealers buying newspaper space, radio announcements, and supplying several entertainers (who could also broadcast from the lobby).

Midget car, or automobile of unusual design, would attract attention on the street, bannered with theatre copy. Pretty girls as passengers.

507. ICE ON RIVER . . . Near much traveled bridge, might offer a great spot to stretch a weighted and tied-down banner, or to arrange display of large cutout letters.

Or, twenty-four sheets are actually posted on the ice, using a number of them, blanketing a strategic point.

508. NEIGHBORHOODS . . . Sound trucks, floats and other travelling displays should include neighborhood centers . . . small groups of stores, isolated "business districts." Heralds and other advertising should also be distributed in these residence sections.

Neighborhood theatres can cooperate closely with community organizations to their advantage. Community paper might prove of value, and small program listing should be carried in city daily papers. Manager should visit with owners of individual business places in the neighborhood, discussing mutual problems.

Important that neighborhood operator know personally as many of his patrons as possible. He might even call on a certain number of residents each day, visiting, leaving a pass. Small amplification set might be arranged on automobile which travels neighboring streets daily announcing programs. Heralds, distributed throughout drawing radius, are important.

509. SIDE SHOW . . . For "side show" story, or circus attraction, real "side show banners" with the usual painted figures and eloquent copy might be secured or duplicated. Perhaps real freaks or entertainers (magicians, dancers, contortionists, barker, singers) may be enlisted for a brief periodic sidewalk ballyhoo.

510. SCOOP . . . Herald idea for use in connection with a competition of some sort in which there is much interest . . . as a championship prizefight: Two sets of tabloid-style heralds being prepared in advance . . . with one set carrying bold headlines, photograph, and story on victory of one of the fighters, the other set announcing the other fighter as the winner. Rest of copy devoted to attraction. When fight ends, a group of boys are turned loose, running the papers about town shouting "Extra" and handing the papers to everyone they see (the correct set; the others are destroyed). They might even be distributed at scene of the fight, if it is local, where out-going crowds will be amazed by the appearance of a paper so soon.

511. MERMAID . . . Using a large circular goldfish bowl, a girl or a display might be made to appear within it. Display placed back of the bowl (upside down, unless close, as the bowl reverses it). A *person* placed back of the bowl, as part of a display, might be made to appear within the bowl, and right-side-up, by using three large mirrors: lower mirror (below bowl), being placed at 45° angle, facing girl . . . . reflecting into horizontal top mirror . . . from which third mirror (angled, and between the two, reflects into bowl, which is filled with water). Much experimentation is required in focusing and placing mirrors. Person would be concealed within an enclosure, brightly lighted. Electric fan blowing hair will add to underwater illusion. Place goldfish in bowl, water to be changed frequently.

Window shade might be added inside enclosure so that girl (who may be briefly costumed) can conceal view until posed.

512. OPEN LETTERS . . . Newspaper ads might be headed: "Open Letter to Mayor (or other prominent person or official)." (And preferably with his consent.) "Letter" calls special attention to reasons why Mayor should see or endorse the attraction.

Or "letter" merely urges Mayor to take time out to see the show, even though he is busily engaged in managing city's affairs.

513. CHARITY BALL . . . In tieup with newspaper, a ball named after theatre's attraction, as "(star, or attraction title) Ball" may be arranged . . . with profits to go to newspaper's selected charity. Cooperation of ballroom is essential.

Committee of local prominents might aid in arranging details.

Ball might be made a costume affair (with the dancers invited to wear costumes suggested by the attraction). Prizes for the best costumes; and photos of winners should make newspaper columns.

514. CHARITY SHOW . . . Periodically newspapers engage in drives for their milk funds, and Christmas funds; or for the relief of some distress or disaster. Aid of theatre in arranging a show for the benefit of the fund will result in added goodwill as well as generous mention of theatre and attraction.

Special midnight show might be arranged, perhaps showing screen attraction which is set to open soon at theatre with percentage to go to fund (attraction must definitely be pleasing, so that the audience which attends the special showing will praise it, urge their friends to see it). Or, outstanding screen attraction which has already played secured gratis from exchange. Employees donate services.

Night clubs, hotel ballrooms, radio stations, orchestras—all might be combed for talent for the benefit show. Even wrestlers and boxers could be used (in an "exhibition"). An orchestra or several orchestras may volunteer.

Morning benefit show, aimed to appeal to kids and their parents, might be presented at theatre. Exchanges should contribute old cartoons, comedies, perhaps an old feature. Small admission is charged, receipts to go to newspaper's fund. Trailer on theatre's regular attraction should be included on benefit shows.

515. OLD TIMES . . . With attraction dated in years gone by, and if it is advantageous to call attention to the time of the story, perhaps relics of that day might be secured for display. Classified ad may bring to light a few souvenirs of days gone by, either costumes or articles. (See No. 228.)

Costumes of the period might be worn by heavily moustached men and buxom women. "Old Time Dance," or "Bowery Ball" could be staged with public invited to wear costumes of that day, with prize for best.

Old tin-types, clothes, bathing suits, family albums, old fashioned stereoscope (with patrons invited to take a look, with scenes from attraction to focus on), could be made part of a display; mementos of another day, old jewelry, photographs of old landmarks, old pictures of downtown streets might be used for window or lobby (locked show cases, or watched). Old hansom cab, or a hurdy-gurdy, might be secured for street use, properly bannered. Perhaps old files of local newspaper carry back to date of attraction story . . . and newspaper might reproduce a picture of one of these as a feature, or permit them to be placed on display in their windows or a store window.

Radio station should feature a medley of old tunes, dedicated to attraction.

516. YELLING, WHISTLING . . . Where star of attraction has a peculiar "yell" or a saying, a contest might be based on best rendition of a similar yell or expression, or whistle. Staged for kids at playgrounds; or at theatre kid club or Saturday matinee, on stage or out front. Or, contest can be similarly staged, at night clubs or dance spots, with adults competing. Radio might broadcast the "contest."

Kids yelling to each other across the street will attract attention . . . with the topic of their conversation being theatre's attraction.

517. FRONTS . . . The theatre's show window, the front, requires special consideration, constant attention. If the theatre is centrally located the front displays are very important.

Display frames should be neat, painted, attractive. (See 170.) *Stills* should be carefully considered. (See 85.)

Where *constructed fronts* (made of paneled compo-board, painted, lettered), are used, many novel and attractive designs might be employed—including *cutout letters, cutout figures, boxed panels;* the only limitations being the artist's inventiveness, ability, imagination—and the budget. Usually, the attraction will suggest an idea or design for a front.

Panels are built of compo-board backed up with one by two frames. Must be tailored to fit front of theatre, sidewalk slant, and variations in the design of building front. Where panels angle together they can be attached with nails, or more quickly, by use of pin-hinges. Ordinary screen door hook can be used to anchor display panels against wall or building (from behind). Molding will add a finished effect to a front. Theatre should have several sets of panels, so that while one is in use, others are being washed and painted. Beaver-board panels painted with water colors will stand numerous washings.

One of the most important pieces of equipment in the art shop is a *cut-awl*, using it to make cutout letters, cutout figures, and to cut wood, compo-board, or pressed wood in desired designs. *Attraction sign "stencils"* can be made up effectively, using a cut-awl—(panels to replace glass letters ordinarily used in attraction sign, copy being cut into compo-board panels, openings backed up with cloth or paper).

If locally permissible an overhead panel suspended under marquee (perhaps about four by ten), constructed as light as possible, using one by two frames, faced with beaver-board, will draw attention from either direction.

Separate *cutout letters* used for front displays, cut from compo-board or two-inch insulite, if regularly made the same size and design, can be kept and repainted and used again. Insulite letters, cut with a band-saw at the mill, from design tracings are always effective. *Third-dimensional constructed letters,* built of compo-board over a constructed frame-work, can be effectively used for brief titles.

Cutout figures painted on compo-board, or lithographs mounted on compo-board and cutout, can be attached against front panels, effectiveness being increased if they are raised on blocks instead of being attached flat against display panels. Lights might be placed behind cutouts. *Blow-ups or enlargements* of photographs, can be mounted on beaver-board, cut out and used. Enlargements might be used to face large cutout letters that spell out attraction title. Or, letters might be faced with mirrors, which are attached with LePage's glue. Small spotlight, using color-wheel could be focused on mirror-covered letters.

Animation, any kind of movement, can add tremendously to the effectiveness of a front display. Cutout figures can be made to move as suggested by attraction (see No. 48). Most attractions will suggest some sort of mechanical movement. Live animation can occasionally be used effectively. As, a dancer, or musicians; or, in connection with a jungle attraction "live savages," marked up with war-paint, clothed in skins, beating tom-toms. Girls might swing on a trapeze under canopy in connection with a circus attraction. (*See Designs.*)

Some miscellaneous suggestions can include:

Neon used to outline title letters, or a figure, or a design. Tinted shades of *cellophane* occasionally used to cover stills. *Frames* for stills wrapped in *tin-foil.* Compo-board *frames* for stills, made up in *designs* suggested by the attraction. Stills might be mounted on beaver-board, with edges beveled and painted for good effect. Stills can be compo-board mounted and cut out, beveled, with edges painted, and attached to posters or panels. Display heads and panels *using flitter entirely*—"painting" the displays by applying desired colors of metallics (no paint at all); color-wheel might be used. (*See Photos.*)

Display panel, or section of same, might be made of *translucent glass*, lighted from behind. Copy can be lettered directly on the glass, or, cutout letters, covered over with black flitter, are attached directly to the glass, using glue. Or, glass can be used to silhouette a figure . . . as a figure of a dancing girl cut from a display panel, opening backed up with glass, illuminated from behind the panel.

Oilcloth can be used to cover a paneled front display instead of paint, either for a single front display—or for permanently covering over panels, and attaching cutout letters and figures and stills each time attraction changes.

Title might be spelled out on a display panel in stills. Actual *newspaper headlines* used as background for panel displays if appropriate. *Blinking eyes* on marquee or lobby panel (in some instances, effective)—the eyes in the display being cut out and replaced with sign cloth, upon which the eyes are painted, lights on flashers being placed behind the "eyes;" or, using mounted lithographs the compo-board might be removed from behind the eyes. Or, eyes animated, made to roll or to move from side to side. Display panels for small frames can be painted on glass, using water-color, afterwards washing the glass (saving cost of cardboard).

A panel, or an enlarged illustration, might be effectively encircled with lights . . . sockets wired into the panel, and connected into marquee flashers, so that they appear to travel around the display.

A series of lights (sockets wired into display) might be arranged to light up, one globe after another, in succession until all are lighted.

Each socket is connected with a terminal which is in sequence with other contact terminals; across these contact terminals a copper slide is driven by a small motor, making contact as it traverses the contacts, then being drawn back and repeated. Or a revolving drum might make and break the contacts with "fingers" (the contacts) playing against it. (See *photo section* for *design.*)

With illuminated front display, lights under marquee might be connected on *dimmers*, mechanically driven, dimming down so that only lighted displays are illuminated, then dimming up again.

Figures on an *endless belt*, motor-driven, can bring into view a series of appropriate figures. Only top part of belt is visible, of course, showing figures attached to the belt in upright position. Or, background (painted on a motor-driven endless belt) can be made to race past a cutout display, making the stationary cutout figure appear to be traveling.

Endless belt can be made to bring stills into view behind an opening. (See *Designs.*) Or revolving wheel, or circular panel, to the edges of which stills are attached (behind the display), brings stills into view through an opening.

518. MARATHON . . . With automobiles featured, a "marathon driver," sponsored by automobile dealer and theatre, and perhaps also by newspaper,. would win attention. Announced as "inspired" by theatre's attraction, marathon driver is "officially" started by some visiting or local celebrity, newspaper according the stunt daily stories. Prize is offered anyone finding the driver stopped for more than half a minute (he can rock the car back and forth when stopped by traffic or stop light). Banners should be attached to the car. Arrangements should be made with a restaurant to feed the driver (in the car, in front of restaurant, as he "rocks" the car). (Arrangements must be made, too, for some secret place where car and driver can be concealed at night, so that the driver might get some sleep. Perhaps a garage). Other business places might cooperate, mentioning stunt in their ads, with the "endurance driver" stopping regularly in front of their business places.

Might be possible to secure a girl driver instead of a man. She might wear a mask, and her identity kept a secret until she is unmasked on stage or at ballroom or in show window, or in front of theatre, on opening day.

Should arrange to have a nurse "in attendance" during the drive, or at theatre where the driver regularly "stops." And furniture store can have bed prepared in window (and announced in advance), where driver rests after completion of the "ordeal."

Driver might be dressed picturesquely, perhaps suggested by the attraction. Newspaper could sell a page of cooperative ads, with enduranceer stopping at business places that buy ads. Newspaper stories are, of course, essential to the success of the stunt; or radio broadcasts which might be arranged at regular intervals from front of theatre. And attraction must be mentioned each time.

Driver might be given a name suggested by the stunt, or applying especially to the attraction. Might be called "Enduro." Or, (city's) Mysterious Masked (name suggested by attraction)." Instead of a straight endurance drive, public might be merely invited to estimate number of miles the car will travel in a designated number of days.

Same marathon idea might be adapted to a bike-rider. Or other means of locomotion. Bike-rider could cruise the streets, or he might be set up in a store window or atop canopy, pedaling—or even atop an automobile, with the bicycle securely attached, using guy-wires, so that "rider" can pedal.

Bike-rider can terminate the stunt with a challenge to all comers to race him on opening day of attraction, with cash prize to winner should he lose, and tickets to any others. Motorcycle escort for the race might be arranged.

Marathon of any kind should, of course, terminate before opening or on opening day of attraction.

Window or lobby "marathon" used several days in advance of opening, could feature several bikes set up as center of a display . . . the bikes being placed on slight elevation and attached securely. Pretty girls in brief costumes (sweaters and shorts) ride the bikes, one resting at all times (on lounge, or settee) while others ride.

Attraction might suggest some sort of "marathon" exhibition.

519. AERIAL ADVERTISING . . . Aerial advertising, writing the name of theatre's attraction across the sky, could include a plane towing a banner on which title of attraction is lettered. Banner should be 80 to 100 feet in length, and of light weight material; it is lettered (using lampblack) with large letters and brief wording. Or letters might be attached to a specially made net. Kite nose is used in flying banners, most airports being so equipped. Siren might be added to plane's equipment, to attract added attention.

Autogyro, or new type plane, would draw more than ordinary attention. Use of glider might be adapted.

Neon letters can be placed on the under wings of a plane for an effective night-time flash. Two sets of letters may be used, arranged to flash intermittently . . . showing attraction title in one flash, and theatre name in another . . . switch controlling the lights being operated by the pilot. (*See Photos.*)

Sky-writing (writing attraction title in smoke), is very effective if not too expensive. (Newspaper ads or radio broadcast announces: "Watch the skies tomorrow!") Someone at airport might have equipment. Or an amplification equipped plane, can make announcements over city and surrounding towns. Under side of wing might be lettered with attraction title, using water color.

520. CHAIN TELEPHONING . . . Chain telephone calls, with the aid of theatre's employees, each of whom call five acquaintances, with brief message about theatre's attraction, asking each person called, to, in turn, call five more persons, with the request passed along. Or, instead of telephoning, the idea might be adapted to persons encountered on the street. With a women's club sponsoring or endorsing an attraction it might be requested that they put the chain telephone stunt into effect. Their membership, if sold on the idea, will keep the telephone company busy.

521. DISTORTION MIRRORS . . . Distortion mirrors, the sort used in amusement parks, making reflected images appear thin or fat. Used in connection with a comedy attraction, in lobby or prominent location, attached panel might carry copy: "You'll have a smile this wide, when you see (attraction);" or perhaps the title of the attraction will suggest tieup copy for mirror. Mirrors may be obtained from an amusement park, or perhaps a glass company will have one of them.

Cards might be attached to the distortion mirrors in an amusement park . . . the card carrying copy: "After you've laughed at this, laugh at (attraction copy)."

Small pocket-size distortion mirrors are occasionally available at small cost in quantity. Imprinted sticker is attached in corner of each mirror, and mirrors are distributed in advance. "You'll have a smile this wide" copy can be used.

522. SLEEPING GIRL . . . Attractive girl in bed in a furniture store or department store window, can have display cards carrying copy: "She's Resting . . . so that she might secure sufficient rest to withstand the terrific laughs (or thrills) in (attraction)." Or bed might be mounted on a truck . . . girl in bed, and banners on truck carrying the copy. Or card (for window use), can say: "Call me when (attraction) comes to town, I don't want to miss it."

523. **LIVE BABY** . . . Oldest of gags is announcing of the awarding on a certain night of a live baby, with the actual presentation of a squealing white baby pig, with the porker all dressed up in baby clothes.

Stunt for smaller town that might create talk would be advertising in classified columns of newspaper, or in display ads, for several "live babies," to use in a display . . . with actual display featuring live baby chicks . . . and with newspaper picking up the gag for a story. Panel could carry copy: "We heard that (attraction) is a show to crow about . . . and we want to begin early."

524. **VERSE** . . . Newspaper features a daily scene from attraction . . . with contestants asked to describe the scene in verse, or to submit a poem, or poetic quotation that best describes the scene. Or poems might be "inspired" by a certain attraction, or a season of the year (as Christmas verses), with theatre guest tickets for prizes.

525. **SNOW BANKS** . . . And dirt banks alongside excavations in the street, offer "natural" spots for placing of cards attached to pieces of lathing, driven into the banks. Ordinary window cards can be used, perhaps back-to-back and visible in both directions.

Large strategically located snow banks might be "lettered" with attraction title, using a flit-gun and water color. Might even be possible to attach banners to snow-plows.

526. **HAIRPIN HERALD** . . . Has hairpin attached, inserted in die-cut openings or glued, and is imprinted: "Pin Down your Hair! A great thrill (is coming into your life! (and attraction)."

527. **NEWSPAPER CIRCULATION** . . . In a tieup with newspaper, and in return for an allotment of space on current attraction, guest tickets might be offered for each new subscription (for a limited time). Gratis space should more than repay theatre for guest tickets. Or, theatre party might be given those newsboys who bring in a couple of new subscriptions, with paper allotting space.

528. **EARLY NEW YEAR** . . . A novel way to sell a series of coming attractions, at other season than the first of the year. Especially effective in summer or fall—trailers, newspaper ads, radio announcements, lobby displays carry copy modeled after regular New Year ads, (using illustrations that are ordinarily used at the first of the year and which newspapers can supply from their mat service). The "Happy New Year" angle is played up, but following

with copy that explains that it is a "New Show Year," beginning a year of great hits, etc., and following with listing of attractions. Cooperative advertising in newspapers could be based on the "New Year" angle.

529. RADIO AMATEURS . . . Together with a business place or local manufacturer, which shares the expense and credits, theatre might sponsor an amateur program over local radio station . . . broadcasting weekly programs in which amateur entertainers compete for prizes. Tickets presented all contestants, mentioning attraction.

Announcements might be secured on a regularly established radio amateur hour, by entering an "amateur," who "imitates" star of theatre's coming attraction (and who mentions both star and the attraction). (Perhaps arranged in advance with program sponsor.)

530. GOOD MORNING CARDS . . . Cards attached to section of stiff wire or laths, and (early in the morning) placed on the lawns of residences facing towards the house.

Copy: "Good Morning! May we call your attention to (attraction)."

531. TABLOID . . . Heralds might be effectively made up after style of regular tabloid, as to size and layout, featuring photographs and flashy headlines. Tab-herald might be distributed by boys crying "Extra!" Might be inserted in newspapers or magazines.

532. GOLD DIGGERS . . . Attractions featuring girls of the type called "gold diggers" (good time girls who are after the $'s), would suggest emphasis on the "Gold" in displays, using gold flitter, gold paper and cloth, and gold neon.

Attractive float might be adorned with shapely girls . . . who hand out printed stage money, which carries copy on attraction, whenever truck stops. Truck could be designed as a studio set, placing moving picture camera on truck, perhaps atop cab, focusing on girls.

Other items can include: Beauty contest (*see No.* 50), for proxy (*see No.* 887). Girl contest, based on measurements (*see No.* 452).

Candy store window display of butterscotch wafers, with tickets offered to those most nearly correctly estimating the correct numbers of wafers in the window. Or candy made up to resemble gold or coins (wrapped in foil paper and stamped with name of attraction). Store windows featuring gold cloth, or models, or articles named after attraction or stars.

Gold Digger "tools" made center of display for lobby or window . . . including cosmetics—powder, rouge, lip-sticks . . . and perhaps a cook book, and other items which a modern girl would use. Diploma might be included. And a typewriter. Should flatter modern girls and simultaneously hand men a laugh.

Girls distributing heralds could be dressed in stage money . . hundreds of "bills" being sewn to costumes which they wear.

Couples celebrating golden wedding anniversaries, invited as guests of newspaper and theatre; with photograph for paper.

"Gold diggers theatre party" might be set (with sororities, girl organizations), girls inviting boys. Society editor might aid.

Songs and sayings that include the word "gold" might be made basis of radio contest, listeners being asked to submit them.

533. NEWSPAPER COOPERATIVE ADS . . . Stores or business places might find it advantageous to include illustrations from theatre's attraction in their ads, or to use the attraction title as a sales catch-line. And where attraction directs attention toward a certain article or business, similar local business places will often find cooperative newspaper ads of much mutual benefit.

Individual ads, one or several, might be used. Or they may be grouped together, forming a full page of ads; theatre's ad being included; space devoted to a contest. A double-truck (or two-page spread) might be sold. Or a special section (several pages) including stories, ads.

Tieup ads can be more easily "sold" if suggested copy is prepared in advance and shown the merchant in finished form.

Business place or dealer might display an article in theatre lobby (an electric refrigerator, a radio, an automobile); in return, dealer would buy large newspaper space, devoted mainly to theatre's attraction, using photographs. Smaller illustrations might possibly show star of attraction posed with the article. *Store's ad should definitely devote enough space and copy to theatre's attraction to justify use of lobby space.*

Occasionally a full page devotes almost all space to theatre's attraction (perhaps in connection with opening, or new policy), with merchants who wish to aid and who bear expense of page, receiving credits at bottom of page.

Often cooperative pages include contests to add interest, generally allotting space in center of page to explain. Page might be printed in two colors (at an extra charge).

Some ideas can include:

"*Congratulatory page.*"

Numbers or correct names cooperative page . . . each ad containing blank space in which a number (or the name of a star) is to be written . . . the correct number, or a star photograph being placed in windows of cooperating stores. Readers to visit the windows to get correct number or name. Tickets for first so-many correct pages.

"*Why I Trade There*" angle . . . with prizes for best reasons for selection of one business place.

"*Telephone Numbers*" Cooperative page . . . or, rather, two pages in succession. Store names are left out, only the telephone numbers and copy carried. Tickets to go to first so-many persons submitting pages with correct names written in. Second page carries names of stores and winners.

"*Trip or Vacation Days*" . . . tickets for best suggested trip, and list of supplies (from cooperating stores) that would be carried.

"*Stars*" . . . headed "We've consulted the stars" . . . smaller type, of (attraction title) . . . for the newest in Fall Styles." Or, "Let's go shopping with (star)."

Large drawing, representing downtown section of city, might carry the ads on cartooned billboards, buses, banners, dirigibles and airplanes . . . theatre and attraction billing being very prominent.

Many other contests can be adapted.

534. SCRIM . . . Adaptable to front, lobby, window use, displays placed behind scrim (thin cloth) become visible through the scrim when light is flashed on (behind scrim); unlighted, only lettering or design on the cloth is seen. Star's head might be painted on scrim, character he portrays appearing on panel behind scrim.

Empty store window might be covered over (inside) with scrim, on which copy is air-brushed. Title of attraction is set up in electric letters (spare marquee letters), or neon outlined letters . . . and placed behind the scrim, within the window, and arranged to flash on and off, appearing through the scrim when they are on.

535. FLOATING GLASS . . . For lobby or window, a still or other object might be made to appear to float without visible support, by attaching it to a pane of glass which is made to move. Another pane of glass in front of pane to which object is attached, fills in an opening in display panel through which the second (moving) pane (and the attached object) is visible. Glass is made to revolve by cutting it round and having it ride on rollers (only square section of it would show, edges being out of sight behind display panel, together with motor-driven rollers which keep it moving). Object attached to glass (by drilling hole in glass, or by using suction cups), should be pivoted, bottom weighted, so that it maintains the same upright position while the glass to which it is attached revolves.

536. **WHEELS** . . . Imprinted (on both sides) cards, circular or square, might be attached to the wheels of bicycles ridden by delivery boys and messenger boys. Hole is diecut in center for hub, and card is slit or diecut from the hole to outside edge of the card.

Hoops, with photo of star of attraction centered inside same (attraction title on other side), might be rolled down the street by kids or girls.

537. **COMMUNITY SING** . . . With well-known song featured or suggested in an attraction, a singer might be introduced (perhaps accompanied by guitar, or accordion), appearing in aisles, asking patrons to join together in song. Radio station broadcasts from the theatre, taking microphone into audience, and announcer aiding singer in getting patrons to sing. In addition to radio station microphone (portable), on long extension, a microphone attached to house amplification system might also be used, so that individual singers in house, when microphone is handed them, might be heard above all others (adding to amusement of audience). Song hits of coming show could be introduced. Following song feature, trailer on the coming attraction hits the screen.

Where regular community singing programs are featured, over radio stations or at other public gatherings, song-hits from the attraction may be introduced. Luncheon club might attempt the songs, particularly if broadcast.

538. **TOYS** . . . Often toys can be used for miniature displays for windows or lobby or front . . . (as, toy automobiles, in a display that features automobiles, perhaps attached to an endless belt). And occasional visits to department store toy departments (especially just after Christmas) might reveal bargains that might be used later to advantage.

539. **WHO'S WHO** . . . Contest, for lobby, newspaper, or windows, might be based on identification of drawings or photographs of stars.

If used in lobby, photos might be attached to a display panel, numbered, patrons being invited to correctly identify the photos, leaving their identifications at box office. Photos of characters similar to those portrayed in the attraction might be used; or historical figures; or famous beauties, or radio favorites.

Perhaps baby photos of the stars of coming attraction might be secured; with patrons asked to correctly name them, including a ten-word-or-less description of each star (or local) identified.

540. ONE WORD . . . Here's a stunt for imprinted cards or heralds, on an attraction having more than one word in title (or star's name might be used). In small box in corner of herald, print one word from title of attraction, then in smaller type, offer free tickets for complete set of cards spelling out name of attraction . . . suggesting that they match cards with their friends until a complete set is secured. Control number of admissions thus made available by having cards bearing one of the words printed in the desired limited quantity.

541. LINGERIE . . . Illustration showing girl clad in lingerie might be used for a newspaper ad, or for front display, in emphasizing cool comfort of theatre (for summer) . . . carrying copy: "You'll feel this cool . . . in (theatre)." Newspapers mat service can supply an illustration.

"Lingerie show" could be arranged as an attraction, or as a prologue to a trailer on a girl show, with cooperation of local department store or lingerie shop. Shapely girls, serving as models, show latest fashions in feminine underthings, lingerie, pajamas, etc. For musical accompaniment, perhaps the services of a girl accordionist (clad in pajamas) might be secured. Store should buy ads, install windows.

542. SMILES . . . Effort might be made to find the city's "loveliest smile," or "prettiest smile," or "happiest smile," in connection with a comedy attraction, or a breezy romantic story. Or, the smile sought may be one most like that of star of attraction.

Contest could be based on snapshots submitted, sponsored by newspaper or radio station. Daily newspaper stories on the contest carry smiling photos of stars of the attraction. Photo of a group of good-looking smiling local girls might be used.

Cameraman might ride about town on an elaborate float, or in an open car, with panels and banners calling attention to offer of prize for winning smiles . . . and inviting girls to pose. Photographer, standing on the truck with a camera, snaps photos.

Smile songs could be featured by orchestras or radio station (as, "When Irish Eyes are Smiling"), and dedicated to theatre's attraction.

"Smile Marathon" might be staged, with a couple of attractive girls comfortably seated in store window, and smiling . . . display copy stating that they are out to set a new endurance smile record, in preparation for a date they have to see (attraction).

543. TELESCOPE . . . Where available, real telescope might be used, setting it up on a prominent corner (with attendant in charge—perhaps a girl in short costume, but wearing star-covered cape and high-peaked hat). Telescope is trained on display.

Placard on telescope tripod invites them to take a look at a "new star," or "The most important star." Attendant invites those passing to have a look, emphasizing that there's no charge.

Duplicate of a telescope might be made up by a tinner, using several different size sections of tin tubing, or it could be made up from several different sized mailing tubes. Phoney telescope should be mounted on a photographer's tripod, and aimed towards sky. A look into telescope reveals name of star or attraction, and theatre name . . . cardboard, with lettering cut out, tinted paper placed back of cut-outs, being placed in big end of "telescope," and a small light placed back of that (operated off a small dry-cell battery, arranged so that attendant might flash the light on when "telescope" is in use).

544. ICE CARNIVAL . . . With winter sports winning attention, a "(name of attraction, or star) Ice Carnival" might be staged with cooperation of newspaper (publicizing the affair), and radio station broadcasting it.

Ice Queen might be selected, in girl contest at theatre, or by "votes." She could be featured in a parade, receive gifts from merchants. Ice skating races and other winter sports might be featured, with trophies presented winners "from star of (attraction)."

Hockey games might permit announcements, heralds could be distributed. (Check No. 249, some items might be adapted.)

545. GET ACQUAINTED . . . In larger cities, a certain night might be set aside as "Get Acquainted" Night, aiming directly at people who formerly lived in smaller towns, or other states, inviting them to attend, and get acquainted. Informal tea might be served in lounge or on mezzanine, where they are introduced; or a dance might be arranged after the last evening show. Those "registering" should be handed a paper badge to wear, which carries copy: "Howdy! My Name is (space for name); I formerly lived in (space for town)."

Different evenings, appeal might be made to different groups. Different states can be divided over the several nights.

Perhaps group will arrange to meet again, or regularly, at theatre. Newspaper might use a photo of the group, and manager, or performer from theatre stage show, welcoming them.

If attraction is set in or refers to some certain state, appeal might be made to those locals who hail from the state referred to.

546. STATEMENT . . . Herald is made up after fashion of bill with name of theatre at top. And copy: "To Mr. and Mrs. Theatregoer (and name of town)" . . . then, in statement style: "To two solid hours of amazing enjoyment (list attraction, with admission prices listed in price column)."

547. CHANGE CARDS . . . That carry a running story about the attraction might be placed on an easel with a girl periodically showing them, removing one card at a time (placing it at back of the pack) until all have been shown. Window, possibly that of a furniture store, should be furnished as a boudoir, and between changing cards, girl lounges about in negligee in window.

548. BREAKFAST PREVIEW . . . Early morning showing of an attraction might win special attention for an attraction and perhaps a newspaper story. Could be called a "Stenographer's Matinee."

Ads announce opening of attraction with 6:30 or 7:00 (a.m.) "Breakfast Matinee" with breakfast to be served before show starts. (Bread company will supply bread for toast and sandwiches, perhaps also a girl to prepare it; similarly, coffee distributor will supply coffee.)

Radio station might broadcast a special program during time breakfast is being served, dedicated to those attending breakfast matinee, and with radio in theatre tuned in. Newspaper carries photographs of girls attending.

549. "WHAT'S WRONG WITH THIS PICTURE" . . . Is imprinted on front page of a folder herald for distribution in connection with a girl show. Opening up the herald reveals a large and attractive picture of a girl, completely filling right hand page; left hand side imprinted: "We claim there's nothing wrong with this picture. And what's more, there are dozens more just as pretty in (attraction)." And copy on attraction on back page.

550. ORGANIZATIONS AND CONTESTS . . . Where number of returns on a contest are especially desired, letters might be sent all organizations suggesting that all their members compete and pool their entries in the contest, any winnings to go to the organization. For instance: on a cartoon coloring contest, all members would submit an entry to the club, the organization to then submit them to theatre.

551. STAGE WEDDING . . . Especially valuable where

attraction suggests same; however, a stage wedding can be made a good box office bet at any time.

Arrangements should be made well in advance for a couple (or two couples, making it a double wedding) to be married. In tieup with newspaper or radio station, couples are invited to register their names, and screen trailer can invite them to be married on stage. Several couples may be lined up in event first couple changes minds.

Identity of bride and bridegroom can be kept secret, having them masked until wedding, unmasking them after the ceremony.

Arrange well in advance for the services of a justice of the peace or minister.

Newspaper cooperative ads have cooperating merchants each buying newspaper space, perhaps on a cooperative page, and contributing wedding presents (which are placed on display) for the couple.

Stage should be set as attractively as possible for the wedding . . . flowers, plants, palms, borrowed from a cooperating florist . . . orchestra on stage to play a special "theme song" (which might be written for the occasion by some local composer).

Organist (or orchestra) playing Lohengrin's wedding march for wedding party to march down aisle (from mezzanine floor or lobby where they have assembled, and up specially built steps and over orchestra pit onto stage). Wedding party should wear customary costumes . . . bridesmaids, ushers, flower girls, ring bearer. Groom enters from wings; also minister or justice of peace who is to perform the ceremony.

Before procession down aisle, soloist can sing "I Love You Truly," or "O, Promise Me." At conclusion of ceremony, Mendelssohn's wedding march is played.

Florist should supply bouquets of roses for maids to carry as they march down aisle, and bride's bouquet.

If staged in connection with a coming attraction, trailer might immediately follow the ceremony.

Wedding march might be used as background music for radio announcements.

552. MYSTIC FOUNTAIN . . . An arresting window flash . . . an illusion, where a stream of water appears to be running out of a faucet which is suspended in the air by a wire. (No pipe connections.)

Display panels carry copy: "Two Miracles of Modern Ingenuity . . . the 'Mystic Fountain of Bombay' and (attraction)."

Stream of water appears to flow into a funnel . . . and in front of funnel is card lettered: "An Endless Stream of Water from Nowhere."

Operation of the stunt is by means of glass tube . . . the tube extending from faucet, down into the funnel. Below the funnel a small rubber tube is attached to the end of the glass tube . . . the rubber tubing carrying to a faucet where water supply is obtained. (Water flows *up* tube, overflows where tube-top is covered by faucet.) Also connected over concealed end of funnel is section of garden hose which runs to a sewer or drain . . . the rubber hose being within the hose, at end of funnel, a V-shaped opening being cut in the hose, some distance from the funnel, where the tubing comes out, the place where tube and hose divide being taped tightly and coated over with putty so that it will not leak.

False floor can be built to the display to permit sufficient room for the hose arrangement beneath the false floor at bottom of catch-funnel.

Obviously window selected must have water supply near, and consequently confectioneries, soda fountains, etc., are preferable. Or a centrifugal pump might be used to return the water. (*See photographs.*)

553. "ALL MY LIFE" . . . Heading for folder herald, imprinted in large type; and then following, inside herald, and in smaller type: "I've been bawled out, called up, held up, held down, bulldozed, blackjacked, walked on, cheated, squeezed, mooched, panhandled, stuck for sales tax, dog tax, and syntax, baby bonds, and matrimonial bonds; red cross, green cross, and double cross; I've worked like heck; lost all I had and part of my furniture, and because I won't spend or lend the little I earn and go beg, borrow, or steal, I have been cussed and discussed, boycotted, talked to, talked about, lied to, lied about, held up, robbed and darn near ruined. And the only reason I'm sticking around at all, is to see (attraction)."

554. DOODLES . . . Most persons have a habit of idly scribbling while telephoning . . . drawing odd designs of some sort. Calling this "doodling," newspaper might feature a contest which extends over several days, which offers guest tickets for oddest designs submitted.

Telephone-scribbling of stars might be secured and used to illustrate the contest, together with photographs. Or, Mayor, or local celebs might permit scraps of paper from their desk pads to be used.

555. EXCAVATIONS, NEW BUILDINGS, BARRICADES . . . Construction of any kind is certain to attract attention . . . consequently affording an excellent location for a banner placed on an adjacent building.

Where downtown buildings are under repair, or being remodeled, the barricades erected in front of the construction offer excellent spots for a panel or poster.

556. TURTLES . . . Lettered turtles (the smaller ones) might be used for novel window display on attraction having brief title. Enough small turtles are used, each with a letter painted on his back, to spell out the name of attraction if placed in proper sequence in a line (or, the name of the star of the attraction) . . . and guest tickets are offered to those who see the turtles lines up so that they spell out the title. Adaptable to puppies or to birds (see No. 485).

Turtle race might be staged in front of theatre, or on beach or playground, or public square, naming the different turtles after different stars in the show. Each turtle might be "started" (from the center of a circle) by a good looking girl. Newspaper might go along for a picture, and humorous story.

557. THE KING . . . With a king as a character in a story, or referred to in title, merchandise tieups, for windows, newspaper ads, might have articles referred to as "fit for a king," or, emphasizing "regal comfort," and including copy on attraction.

Newspaper contest might be based on "If I were King" idea . . . or, "What I would do if I were King for a Day." Orchestra might dedicate hit tune on radio program, as the "royal melody of the week." Local "kings" of various sports might be featured in newspaper stories, together with "queens" they might be invited on opening night.

"King's" proxy might "arrive" in city . . . in uniform, and attended by great formality. (*See* 887.)

558. CRAZY . . . Comedy Golfer, in an exaggerated golf outfit, might bat a peanut down the sidewalk with a golf club . . . with an attractive costumed girl caddying for him. Card attached to the golfbag which the girl carries is lettered: "He's Crazy. He's not going to see (attraction and theatre)." Or: "If you think this is crazy (or 'funny') . . . just wait 'til you see attraction)."

Or, man dressed as Napoleon might carry sign on his back: "I'm crazy. I think I'm Napoleon and I'm not going to see (attraction)." Or, a fellow wearing a big fur coat in the hot summer time.

559. LUCKY BILLS . . . Cooperating business place might announce in newspaper ads that on a certain day that they will put into circulation in change handed patrons in their store, a number of lucky bills, that will entitle those receiving them to tickets to see theatre's attraction. Store announces serial numbers of lucky bills, with display space given over to copy on theatre attraction. Bills are listed again in theatre lobby, and those bringing bills to theatre on certain night receive guest tickets.

560. CHRISTMAS . . . Arrival of Santa Claus in town might be made a civic event, with Claus being met at railway station or airport, parading to city hall in bannered cars (perhaps behind a band), where Mayor can present him with "key to city," thence to theatre. Mayor can officially proclaim him town's official Santa Claus. Selling cooperative pages, newspapers arrange to have him appear in various stores at designated times or on certain days, in theatre at certain times each day.

Star of theatre's attraction might be pictured on cards which carry the copy: "(star) says, 'Help the Mailman.' Shop and Mail Early. And see (attraction)." Cards will find a welcome in most windows; and postmaster might permit them to be attached to mail boxes. Postmaster might permit mailmen to distribute (well in advance of Christmas rush) heralds which urge those receiving them to shop early and mail early . . . the heralds also, of course, carrying copy on attraction (perhaps "quoting" star of attraction).

Theatre might offer to wrap Christmas packages for patrons, securing the services of an experienced package-wrapper. Postoffice might establish a sub-station for mailing of packages in theatre lobby, announcing this service. Theatre might check parcels for shoppers, special check-table or counter carrying copy: "Check your Christmas Parcels Here . . . and for a Very Merry Christmas, see (Christmas attraction)." Coffee (supplied by local distributor) might be served shoppers attending matinees.

Wreaths, garlands and holly, and Yuletide decorations add to attractiveness of the theatre at Christmas time. However, they shouldn't go up too early . . . as advance notice of the coming of Christmas might incline patrons to watch pennies.

Newspaper ads for the several weeks immediately preceding Christmas should carry an excess of white space, so that they will stand out against the heavy mercantile ads of the period. Christmas attractions should be announced in papers well in advance, as newspaper efficiency diminishes in December.

Toy matinee might be featured (see No. 514). Or, an autographed star still of Christmas attraction star is offered to every kid bringing a toy to any performance the week before Christmas. Arrangements made with boy scouts or fire department to repair the toys, and they are turned over to charity organization. "Toy Mountain" might be featured, in lobby, with patrons invited to bring along a new or old toy. Or, display in lobby might be set up as "Santa's Workshop," with man dressed as Santa Claus repairing old toys which are brought in. Requests of kids that theatre Santa Claus receives might be written down on a postcard and mailed to their parents.

Displays in lobby can feature Christmas attraction as "(theatre's) Gift to (town)." Seasonable lobby display might be constructed in the shape of a fireplace, with stockings hanging; or a miniature "snow covered" landscape (on a slight elevation), with toy train constantly circling the display (miniature banners attached to sides of toy train).

Prize (from star of attraction) might be offered, with newspaper's cooperation, for best lighted lawn Christmas trees. Light and Power Company should lend their support, too.

Free morning show for poor kids and orphans might be arranged for Christmas Eve morning (charity organizations selecting the children who are to attend, and supplying gifts).

Amplification units, placed about business section, playing carols, might have a recording of an attraction song hit introduced, and announcements.

Department stores should, in banner headings across the tops of their ads, suggest that readers come downtown, do their shopping, attend a movie . . . calling attention to downtown entertainments, since this information will help draw shoppers downtown.

Street bally downtown will prove especially effective, because of the shopper-jammed streets.

"Employees' cards" might be distributed to clerks in stores, entitling them to matinee prices until 6:30 (or time after closing of stores), the week before Christmas.

Benefit show might be arranged for newspaper's Christmas charity fund, or Goodfellows (see No. 514).

Electric train will make a fine give-away for kids; and might be promoted and placed on display in lobby. Presented at a matinee the week before Christmas, other gifts might be arranged for kids, with Santa Claus making a personal appearance and distributing small inexpensive novelties to all kids present. Gifts for adults, too, might be promoted and presented to ladies attending matinee performances. Christmas turkeys might be given away (see No. 634).

"Merry Christmas Revue" might be arranged as a stage presentation the week in advance of Christmas, with cooperation of dancing school.

Man dressed as Santa Claus might deliver cards to homes Christmas morning which are imprinted: "I had to come back to tell you about (attraction)." Signed, "S. Claus."

561. INITIALS . . . Contest, for newspaper or radio, might be based on drawings which use star's initials as basic foundation for the drawing . . . with tickets for cleverest drawings. (The initials are to be incorporated into the drawing—any design might be chosen.) Accompanying illustration, for newspaper use: photo of star whose initials are used.

562. TWINS . . . Emphasizing the angle, "Twice the Fun" (or "entertainment value of most shows"), twins might be invited to attend opening matinee or evening as guests of theatre and newspaper. Photo of the twins in front of theatre ought to be good for a newspaper photograph and story. Or dual role, or twins in story would suggest use of the stunt.

Identical twins, preferably pretty girls, identically costumed, might be used in connection with two lobby panels on a coming attraction . . . using "magician" (who might also introduce several manipulations), who "disappears" one of the girls (girl stepping through a swinging panel to behind display and out of sight, with panel swinging back into place, while "magician" holds black cloth in front of her) . . . and immediately crossing lobby to another display on same attraction, having the other girl "appear" by same process. Appears to be same girl.

563. STRAW HATS . . . With coming of spring, straw hat season might be introduced with photograph of star of stage or screen show shown wearing a straw hat . . . newspaper using the photograph as a feature, or stores using it to illustrate an ad.

Old straw hats, secured in exchange for a few tickets from hat stores might have lettered or imprinted paper bands attached, having newsboys wear them on important corners.

564. LOCAL NEWSREEL . . . Arrangements might be made with local business place to sponsor (and pay for) a local newsreel. Might be promoted under sponsorship of newspaper or business place as a regular feature. Newspaper could have their regular photographer "shoot" news events that occur locally. Reel would be titled "(paper) Local News Extra," (or store).

Small portable camera is necessary equipment, or perhaps arrangements can be made with local photographer who is equipped to make the pictures.

Local newsreel especially valuable in football season, when football pictures are worth something, especially shots of those games that are played away from home.

Moving pictures of opening night crowds or crowds at beaches, other places attracting crowds, might prove valuable. When filming, banner should be displayed which tells where the pictures may be seen.

Shots might be made of employees of various stores or factories (perhaps at an outing or other gathering) and shown on a special night dedicated to the factory or store (when their employees are urged to attend).

Several stooges should trail along carrying extra camera cases when shooting pictures of football games or places where crowds will be gathered . . . theatre name and attraction title being lettered on them.

565. MINSTREL . . . Regular "minstrel-style" parade and concert might be arranged, with band (in some sort of uniform), parading streets, stopping on important corners where they play a number, at the conclusion of which an announcement is made, or a banner, carried by costumed girls, is unfurled.

Small portable platform, possibly in shape of and resembling a drum, might be carried along, on which girl might present a dance number (if in keeping with attraction). Number from show might be played.

In connection with stage show, the entire personnel of show, in costumes, might "march" in the street parade. Spread people out, four, or even two, abreast, plenty of space between lines. Two of the girls in the parade can carry a lettered banner.

Window display might feature a couple of costumed blackface entertainers, made up ministrel-style, and an "interlocutor." Using amplification system for benefit of those outside windows, they crack a few jokes, include much mention of attraction, present a few songs or musical numbers. Couple of girls in costume might be introduced for dance numbers. Routine is swift, short . . . and repeated at frequent intervals.

566. MAP HERALD . . . Folder herald (on comedy stars), is imprinted: "Maps of (town suggested by attraction)." Inside folder is copy "Take a good look at these 'Maps' of (city) . . . and you'll know you're in for Fun when you see (attraction)," Illustration of faces of stars of attraction is used as the "maps" on inside of folder.

567. NO PARKING CARDS . . . Large cards, size of window display cards, two of them placed back to back and attached to wooden base, are imprinted: "No Parking" (and then in smaller type), "Park Yourself at the (theatre), see (attraction), and enjoy yourself." Cards to be placed about town in no-parking zones, near fire plugs, etc.

Variation is the door-knob hanger, attached to steering wheels and door handles of parked automobiles, which is imprinted: "New Parking Laws," advising in smaller type, that on (dates) every man, woman and child should change their parking places from street corners, parlor chairs, and other places, to (theatre), there to park in comfort and witness (attraction).

In tieup with newspaper, the cards might be numbered . . . paper listing a group each day that are good for admissions.

568. RINGERS . . . As a lobby stunt, patrons might be invited to "ring" an object . . . tossing a ring over some object which the attraction suggests (as in connection with a Navy story, inviting patrons to toss rings made to resemble life-savers over the small figure of a sailor); or bracelets on an up-raised arm of a cutout figure. Object is sufficiently far from patrons to make successful tossing difficult, is made part of a display on the attraction, and is in charge of costumed attendant. Tickets for those successfully tossing.

569. JEWEL CASE . . . Lobby display features a large box made up after fashion of jewel case, gilded, ornamented, and large enough for a girl to repose in the case. Lid of case is hinged at back, made mechanically to continuously open and shut. Inside of lid is mirrored, and as it is opened, it reflects the interior of the "jewel case" and the girl who reposes within the case as center of a display. (Any lettering surrounding the girl to be in reverse so that it will reflect correctly in the mirror.) And, in smaller size, a cutout figure can be used. Copy on outside of the "case."

570. LUCKY "CHECKS" . . . Soda fountains, restaurants, stores, might offer tickets for "lucky" numbers on the checks or purchase tickets which they hand customers. A group of lucky numbers is listed. Or, lucky checks might bear a certain mark, as rubber-stamped title of theatre's attraction. Displays for counters, windows arranged in connection.

571. MENUS . . . Hotels, restaurants, soda fountains, bars, and other places, printing or typing complete menus daily, might add theatre's attraction to bottom of menu.

Or sheets (to be typed) might be supplied some of these eating places by theatre, with the words: "Today's Specials" imprinted at top of sheets, and theatre name imprinted at bottom of sheet and arrangements made with restaurant to type in attractions daily as menus are typed.

Small imprinted stickers might be attached to menus in use in eating places.

Restaurant, buying newspaper space, might list the day's special dinner menu, calling it "(Star) Dinner," or "dedicating" the menu to attraction star.

572. REVERSE LETTERS . . . Lobby panel (translucent glass or white paper), *lighted from behind*, has title of attraction lettered in regular manner on *back side* of the panel. From front of panel, the lettering consequently appears in reverse. Copy on front of panel (in straight lettering) invites patrons, "just for fun," to try and read the title of one of the year's outstanding shows, adding that if they can't read it to walk around to back of panel.

Perhaps the services of someone who can write in reverse might be available . . . possibly someone with engraving experience. Placed in a window as center of a display on theatre's attraction, the man writes and rewrites copy about theatre's attraction (in reverse) on a pane of glass, using a soap pencil (glass between man and those looking in window, and writing consequently is readable to them).

573. HARD OF HEARING . . . If theatre is equipped with a number of wired seats and earphones for the benefit of the hard of hearing, the attention of those who are hard of hearing should be directed to this equipment. The deaf have an organization, the officials of which should be contacted, and who will be glad to supply a mailing list of members; and stores selling amplification equipment for the aid of the deaf will have a list of names of their customers.

Earphones are generally made available at box office or check room, with patron making a deposit for the earphone which is returned when the unit is brought back. Wired seats should be distributed over house, with several near front. Handle of arm rests of seats which are wired, might be painted white to facilitate locating them.

574. ALPHABETICAL . . . Contest for newspaper might be based on a still from theatre's attraction, or a drawing from a photograph which shows a large amount of detail, or action. Paper offers tickets or other prize to person who makes up longest list of articles seen in the illustration which begin, in spelling, with a certain specified letter. Name of star might be used, and one letter used each day, with a different illustration, until all the letters in his name are used.

575. **FIRST** . . . The first of anything is always news. First attraction of its kind. First time a new innovation is introduced. A first appearance in city of a noted entertainer.

Additionally, newspaper feature or contest might be based on other famous "firsts" (as the first person to fly the Atlantic) . . . tieing in with theatre's "first."

First use of new and novel device is always assured of extra attention-winning value. Display on an attraction can be harnessed to any new invention or device that will win attention, for window or lobby flash.

576. **CASHIER'S NOTES** . . . Cashier might, in spare time, write up number of neat, brief notes, calling attention to coming attraction, handing them out with tickets sold.

Notes might be signed with title of coming attraction; or written as "personal note from your cashier" (which might be printed on the slips of paper).

577. **PAY ENVELOPES** . . . Small envelopes of size and type generally used by business places and manufacturing plants in making up pay rolls, can be printed up, allowing spaces for names and amounts and days, but with most of space on envelope devoted to coming theatre attraction. Arrangements made with places having big pay rolls to use the envelopes.

Small envelopes of the pay-envelope type can be used where some small object is to be distributed (samples, candy, small photographs), with copy on the attraction being imprinted on the envelopes).

Imprinted envelopes might be supplied for reserve seat sales for opera engagements, wrestling, boxing . . . or other attraction that might call for reserved seats.

578. **COUGH DROPS** . . . Confection cough drops samples, promoted in quantity from the manufacturer, are inserted for distribution in small envelopes, imprinted: "Bring this (brand) Cough Drop along . . . You'll Laugh yourself Hoarse when you see (and into attraction copy)."

579. **FACTS** . . . Interesting and unusual facts or features about a show might be combined to make up an interesting feature for newspaper or radio use.

Illustrating the "facts," and combining them in a several-columns wide drawing, newspaper might carry the drawing as a feature. Unusual hobbies or experiences of stars might be included, as well as incidents pertaining to the show or its production . . . and, most important, title of attraction should be given good space. Feature might be carried under a descriptive title, as "Film Flashes," or "Screen Scenes."

580. PERPETUAL MOTION . . . The effect of perpetual motion might be realistically produced, using a wheel (about 30″ in diameter) in which openings (triangular with rounded corners) are cut . . . using golf balls seemingly to drive the wheel—the balls rolling, as the wheel turns, in groove formed by attaching two wheels, exactly alike, together, with a one-inch space between them. Actually, shaft of wheel penetrates through panel and behind it, and is turned by a worm-geared motor (which is out of sight behind the panel), using a loose, slipping belt. (*See Photos.*)

Golf balls might be painted varied colors. Lettering around edge of wheel might ask: "Can this be Perpetual Motion?" and carry copy on attraction. Wheel might be incorporated in front or lobby or window panel to draw attention to a display.

581. COOKING SCHOOL . . . As a morning affair, or as a more brief matinee feature. Joint sponsorship of newspaper may be secured, and cooperating business places should buy newspaper ads which sell the stunt and attraction as well as commodity or item which they are featuring. Cooking expert supplied by utility company, or secured from school. National manufacturers should cooperate, through local distributors and representatives, supplying ingredients featured and necessary supplies. Dishes prepared might be awarded to some lady present; and in addition samples (supplied by manufacturers) might be distributed, and perhaps cooperating merchants will give away important prizes. Utility company, interested in selling cooking equipment, might join in sponsoring the affair and sharing expense. Used as a matinee feature, the stunt should be staged before beginning of afternoon's performances (with demonstrator using two ranges, in one of which duplicate dishes have been previously cooked, so that finished product might be shown at once), or presented in two interludes, before attraction, when food is prepared and set to cook (on range at one side of stage and out of way), and after showing of attraction, when cooked food is shown.

With newspaper sponsorship of a cooking school, in theatre or an auditorium, the cooking expert might be persuaded to name a recipe after star of theatre's attraction, announcing it.

582. BABIES . . . Special prize (cup, or cash bank account), might be presented first baby born after opening of attraction (perhaps also requiring that it be named after star). Cooperation of newspaper should also be assured. Merchants might go along for additional prizes. Bank might contribute a bank account.

Department stores and shops selling baby clothes and equipment for children should cooperate with window displays and newspaper ads.

Baby contest for lobby or mezzanine, can be based on *photographs*, with ballots provided so that patrons may vote.

583. GREETING CARD TICKETS . . . Adaptable to any sort of greeting cards, but apt to prove of especial value around Christmas time when great quantities of greeting cards are exchanged . . . persons sending cards might be invited to add pleasure to the cards they send by making them good for admission to the theatre, with person receiving the card invited to attend as guest of the sender.

Handled by making available at the box office *special printed stickers*, which are numbered and handled exactly as tickets are handled. Printed (using specially drawn cut) on gummed paper, after the fashion of postage stamps, the sticker-tickets are several times larger than an ordinary postage stamp, and are bound, in easily detachable style, in small booklets of 20 to 25 tickets.

Patrons can buy one sticker or a book-full. In booklet form, the stickers might be separated by small pieces of waxed paper (exactly as the stamps in the booklets of stamps sold by the post office). Money is collected in advance, as the stickers are sold; and the greeting cards with attached stickers are accepted as tickets at the door.

Special price might, or might not, be made on complete booklets of stickers. Deal might be made with places and agents selling greeting cards to also sell "stickers." Can be made available for both adults and children. They can be made available in doubles, too, so that person receiving the card can take along a companion. A number of stickers might be attached to a single card.

Copy on the "sticker" will say that the card, with a "sticker" attached, will be good for an admission on presentation at (theatre) as the guest of the sender of the card.

Attention is directed to the sale of the stickers by trailers which describe their use, inviting patrons to treat their friends to the most pleasant gift of all, to add to the pleasure their remembrance will bring. Display cards, too, in lobby, reproducing an enlargement of one of the "stickers," might be used. Display cards might be placed on counters in stores selling greeting cards.

And, too, actual greeting cards might be sold by theatre, instead of the stickers to be attached.

In cases where card is not quite enough, this service solves for patrons the problem of an inexpensive gift.

584. MARQUEE TITLES . . . Newspaper contest reproduces photograph of front of theatre, with attraction title appearing on one line, other line or lines blanked out. Contestants are to pencil in on blank lines the titles of other attractions, which will combine in a humorous manner.

585. FARM . . . Attraction with a farm background would suggest rural atmosphere for lobby. Actual farm produce, sidewalk barker in overalls and straw hat.

Miniature display for window or lobby might feature a farm-yard, house, barn, etc., using toys. A real husking bee might be arranged for the lobby, bringing in several bushels of corn and some real huskers . . . maybe broadcasting the "championship match" from the lobby. Barn dance might be staged in lobby after show, or an "Old Fiddlers' Contest." Arrangements might be made to have announcements made at meeting of 4-H clubs and Granges.

Display of blue ribbons and stock prizes might be arranged for store window.

Blue ribbons might be distributed, with copy imprinted: "The PRIZE hit of the year (and into attraction copy)." Or, large lettered "first-prize" blue ribbon might be attached to a display panel on the attraction. (See No. 57 and No. 91.)

586. TEST DRIVERS . . . With cooperation of automobile dealer, or automobile association, arrangements might be made to secure use of equipment which tests drivers' reactions, sight, hearing. Installed in lobby (in charge of an attendant), it will attract much interested attention. Especially adaptable to an attraction which features driving, emphasizing safety; however, display panels on any attraction might be built around it, and ad might be imprinted on the "results" cards which are handed persons taking the test. Copy might say: "Drive carefully to the (theatre) next week to see (attraction)."

587. LAUGH WEEK . . . A special week, featuring a comedy attraction, or several comedy features, might suggest inauguration of a special "Laugh Week;" or "Happiness Week."

Possibly Mayor might designate the week in a proclamation as "Laugh Week," the proclamation being reproduced for newspaper. Special "Laugh Week" trailer, cards, and other accessories can be used. Border composed of laughing faces might be used on newspaper ads during week.

Masks for display frames might be made up as a face with wide-open mouth, as in a laugh, with billing lettered in mouth. Stills may be similarly masked. Laugh record may be used.

Man, in window, "attended" by pretty girl "nurse," laughs hysterically, continuously (window amplification used) . . . panel carrying copy, "He just saw (attraction), and he can't stop laughing!" Radio station might stage a "Laugh Contest" from sidewalk in front of theatre. "Laugh thermometer" may be made up with a ribbon, painted partly red, partly white, animated to run up and down "thermometer" . . . the thermometer being lettered, "Uproarious," "Comical," "Laughable," "Shrieks," "Howls," "Such Fun."

Clown serves as barker in front of theatre. For laughs, he can hand persons passing theatre a rose, and as person takes the "stem" of the rose, clown lifts rose, leaving person holding "stem." (Quantity of straws being used, the rose stem inserted in the straws.)

588. LOCK . . . Herald, or hanger card might be die-cut in the shape of a lock (to be attached over door knobs of homes in distribution), or feature an illustration of a lock, and imprinted: "Lock up everything . . . and go see (attraction and theatre)."

Hardware store showing a display of locks in a window might carry similar copy on display panel.

589. TRAVEL RACE . . . Especially adaptable for use in connection with attraction that features or suggests travel, or has a foreign setting—tieup between theatre, newspaper and leading stores being worked out, with stores and theatre distributing "mileage slips" with every purchase (where they are requested). Newspaper sponsors a "race" to point indicated in the story, based on the "mileage slips." Contestants to deposit their votes regularly, with newspaper carrying daily "distance covered" by contestants; first one "arriving" at designated "destination" winning a (promoted) trip, or complete outfit from the stores and tickets from theatre; or other prizes.

Each "mileage slip" might represent a certain number of miles;

each cooperating business place would pay for mileage slips which they use. Newspaper might carry a daily clip coupon, good for a certain number of "miles." And newspaper might sell a cooperative page of advertising to the merchants who are "in" on the stunt, all of the ads mentioning the attraction. The "race" should be begun sufficiently far in advance.

590. ACCORDIONIST . . . Where available, accordionist, preferably an attractive girl, might play numbers from a musical attraction, making tour at busy hours of restaurants, dining rooms, luncheon clubs, tea shops, playing numbers, making attraction announcements. Accordionist costumed as suggested by attraction. Girls distribute imprinted cards to diners.

Accordionist might also play in theatre lobby, as center of a display, and over radio. Or wherever musical accompaniment is required.

An accordion school, if there is one in town, might supply a half dozen players for lobby or front flash, or for a float, playing hit tunes from attraction.

591. BUSINESS SECTION BROADCAST . . . With a special theatre broadcast arranged (preferably for Saturday or other busy day, and at busiest time of day), arrangements are made to place radio receivers up and down the main street, in every block, all of which are tuned in on the program. Program might feature hit tunes from attraction, together with announcements, and should be made as elaborate as possible.

The radio receiving sets, placed on sidewalks about town, should each be in charge of an attendant. Display panels with the radios, carry copy on the attraction, devoting space to cooperating dealer who supplies the radios. (Dealer should also receive announcements on the broadcast program.) Talent from stage show might be featured.

Stunt would prove especially effective around Christmas time when armies of shoppers are on the streets.

592. MERIT . . . Tieup with large department stores and factories might have guest tickets offered to employees who are selected as meriting the tickets by their records for the week . . . for sales, efficiency, best sales or promotion idea of the week. Announced at meetings of employees, with attraction mentioned.

593. DECORATIONS . . . Welcome accorded an attraction, or featuring an opening, might include street decorations, perhaps the entire length of the main business street; or at least the block in which theatre is situated.

Special flags and banners are generally available (used on special occasions to decorate street), and arrangements might be made, through proper contacts, to have these flags put into use, perhaps with addition of small banners which carry copy: "Welcome (star or attraction)." Specially printed cardboard "shields" might be attached to poles, as the center of flags or bunting.

Strings of lights might be put into use for night-time flash. Perhaps the light company can supply them, lights that are extended across main street at Christmas time. Theatre block at least, should be brightly illuminated.

Theatre front decorations can feature large banners, pennants, flags and bunting. Special valance might be used (*see No.* 28).

594. DINNER, LUNCHEON . . . With personal appearance of a star, or important personality, special dinner for press might have newspaper critics invited as guests of the star. Or possibly a cocktail party might find better favor with the newspaper lads.

Or, dinner might be arranged with cooperation of luncheon club or prominent business men, or Chamber of Commerce, with star as guest, newspaper critics invited . . . and with tribute paid star in speeches. Program could be broadcast. Newspapers should go for pictures and story.

A dinner might well serve as the springboard for a special campaign in connection with the showing of an important and worthwhile attraction. Group selected as guests including club officials, educational heads, city officials, newspaper critics . . . their support being solicited in bringing the attraction to town, asking them to serve as a "sponsoring committee." (*See No.* 347.)

595. JIG-SAW ENVELOPE . . . Imprinted: "A jig-saw Puzzle for Impatient People." And in smaller type: "Directions: Mix pieces very thoroughly . . . then piece them together until picture is complete. Then turn to reverse side for an important message." Inside the envelope is small printed picture of star or scene from picture, which is cut in jagged, jig-saw style, in just two pieces. Imprint copy on reverse side (before card is cut).

596. SONG TITLES . . . With newspaper contest illustrated with scenes from attraction, readers are asked to title the scenes, using appropriate song titles.

597. ADD THESE UP . . . Accompanied by mathematical plus signs, illustrations representing the entertainment elements pictured in the story, might be adapted for display or ad use.

For instance, scene picturing romantic team might carry the word: "Romance," then the "plus sign" and a comedy scene which carries the word: "Comedy," etc. Might be finished off with an "equals" sign which is followed with the words: "Two Hours of Grand Entertainment," or something similar. Stars might be named similarly, instead of entertainment elements.

Or, caption: "Add These Up . . ." might be followed by listing stars of attraction one above the other . . . drawing a line under star last named, following with copy: "You'll get your greatest entertainment thrill."

598. DOMESTIC . . . Story that pictures domestic scenes, naturally suggests tieups with business places selling household conveniences, as electric ranges, electric mixers, waffle irons, refrigerators, furniture, chinaware, kitchen utensils, etc. Check . . .

599. LIARS . . . Card, for distribution, might be made up after style of a membership card or license, and carrying the copy: "Liar's License . . . The Bearer (space for name) having, by reputation and long practice, coupled with a vivid imagination, exhibited all the necessary requirements, is hereby empowered to lie, prevaricate, and to show every other recklessness with the truth considered expedient by him, and in connection with all matters, subject to conditions, and provided he goes to see (attraction copy)." Might add: "Lies might be told at any time or place . . . with the single provision that the truth must be told about (attraction)—that it is great entertainment." Conclude: "In witness wherefore, is attached the Seal of Ananias."

If attraction features a prevaricating character, newspaper or radio contest might be based on tall stories . . . with daily guest tickets for most outlandish lies submitted. Adaptable similarly to alibis, excuses, reasons for action.

600. SCRIPT . . . With the cooperation of the studio, perhaps a page, or several pages, of the original working script of an attraction can be secured.

With cooperation of the newspaper, the script might be reproduced as illustration of a Sunday magazine feature, or a daily feature. Might be placed on display in a prominent window. Or, in a locked showcase, in lobby. Still photographs illustrating the scene represented by the script might be connected by ribbons.

Reproduction of a page of the script of an especially hilarious sequence might be adapted to a herald (could be taken down from screening of the attraction), headed: "Here's part of the script from (attraction). Audiences are roaring so loudly, we're afraid you'll miss some of the laugh-lines."

601. VOX POP . . . Voice of People columns conducted by newspapers might print a letter which refers to theatre's attraction, or a letter on a subject which is suggested by theatre's attraction.

Submitted under name of some local person, the letter should be definitely interesting, mention of attraction should not be too broad; and, preferably, editor should know that the letter is going to be submitted.

602. MESSAGE TO GOVERNOR . . . In connection with an outstanding attraction, arrangements might be made well in advance with newspaper to aid in selecting a local girl who is to act as messenger in carrying personally an invitation from the theatre, the newspaper, and possibly local Mayor, and civic organization, to the Governor, inviting him to attend showing of attraction as guest of honor.

Transportation companies, airlines, railroads, or bus lines should supply transportation for the girl in return for newspaper mention which they will receive.

Girl might visit Governors of several nearby states; with photographs being made of presentation of invitations, which are used for newspaper reproduction. Several girls might be selected, if transportation can be arranged, and sent along instead of one. They should be attractively costumed . . . perhaps attraction will suggest special costumes.

Similarly, invitations might be carried to Mayors of nearby towns and cities.

With the cooperation and joint sponsorship of a luncheon club, arrangements might be made with similar luncheon clubs in cities visited to sponsor the girls' visits and to have them attend club luncheons as guests.

If Governor attends, he would be honor guest at luncheon, attending showing of attraction as special guest.

603. LIBRARIES, BOOK STORES . . . Almost every attraction will suggest some certain type of book, either because of background or theme or author. (Or a definite author or authors might be indicated.) Generally book stores and libraries will install displays of the suggested book or books, and including display

panels on theatre's attraction. Or they will distribute book-marks (*see* 21).

604. BRITISH . . . With English background important to a story, cooperation and sponsorship of local patriotic organizations should be obtained. Drum corps or band from local military organization might appear and play in front of theatre on opening night. British consul should be invited to attend.

Lists of nationals in city or drawing radius might be obtained from British consulate, and these might be contacted, directing their attention to the attraction.

English speaking society will cooperate. Newspaper feature might endorse the attraction, paying respects to Britain. English flag might be displayed, together with American flag. Perhaps some person now located in city will have originally come from section shown in the attraction; might be interviewed over radio.

Giant map of world, or a slowly turning globe of the world, with English possessions all the same color, might attract window attention and might be appropriate.

Special local radio program might be dedicated to an English city, perhaps one portrayed in story. Local prominents might appear on the program, greeting citizens of the English city. Entire program is recorded, and the transcriptions are sent to wireless station in the English city, where arrangements might be made (should be made in advance) to have the recorded program featured. Attendant newspaper stories can be arranged on the stunt. (A stunt that might be worked out with any foreign city suggested by the attraction. Perhaps they will return a similar recorded greeting, which mentions attraction, and which local radio station will use.)

Products of different parts of British Empire might make an interesting exhibit. Travel bureaus might cooperate with window displays and a travel campaign directing attention to part of Britain featured in the attraction. English tweed, china, pipes, and other items typically British might be featured in merchandise tieups. (*See* 603.)

605. ACTORS . . . Ballyhoo people made up and costumed to resemble those in theatre's attraction, mingle with crowds on sidewalk . . . with an open, bannered automobile, with cameras set up and focused on them, following as though taking pictures of them. "Cameraman," "Director," and a couple of attractive girls might ride the camera-car.

Banner copy calls attention to theatre's attraction. Car might also stop at prominent locations, focusing cameras on upper windows of buildings . . . and when sufficient attention attracted, banners carrying copy on attraction being unrolled out a window.

606. **SHOPPING FOR A GIFT** . . . Newspaper contest might be based on suggestions for an appropriate gift for star or player. (Series of photographs of girls or stars carried daily.) Contestants to submit reasons for their selections.

Store might sponsor the stunt in their advertising space, requiring that gift suggestions be items featured by the store.

607. **CHURCH** . . . Ministers might be invited to screening of an attraction that will merit their support. Perhaps they would comment on it from their pulpits. Perhaps the theme or title might be such that it might suggest or be adapted to a sermon; and maybe a friendly pastor or rabbi or priest can be persuaded to preach it.

608. **TELEPHONE NUMBERS BOOKLET** . . . A novelty herald, for use in connection with a girl show or stage show . . . imprinted in large type on front cover: "*Telephone Numbers;*" and, then, in smallest possible type, "This Booklet presented with the compliments;" then in large type, "*Of the Lovely Ladies in* (*attraction*)." At first glance only the words in large type stand out.

Booklet comprises four pages . . . two small sheets of paper stapled together, and folded in center; or, it can be just a folder.

Inner pages feature blank lines (where names and telephone numbers might be written in), and are headed: "Blondes," "Brunettes," "Redheads." Remaining spaces carry copy on attraction, or photographs of girls in attraction.

Attractive girls might distribute the booklets, handing them to men.

609. **CARTOONIST** . . . Or sketch artist, in a window as center of a display, sketching quick drawings or caricatures of stars of theatre's attraction. Miniature cards on an easel might be changed with different sketches; or using amplification he talks as he sketches, announcing attraction. Drawings, upon completion, might be handed to those watching. Paper on which drawings are sketched would carry imprint on attraction. Attraction might suggest sketches other than just stars of the show. Or those watching might be sketched in "attempting" to find (star's) perfect romantic type. Stunt might be adapted to lobby.

610. **NOVELTIES** . . . Many unusual novelties are generally available from novelty printing companies, and adaptable to any attraction . . . unusual heralds; novelty printed matter; attention-

winning items, as the "magic slate" (which permits person to write on a small sheet of composition, the writing disappearing immediately when the sheet is lifted, when another message might be written—theatre's ad being imprinted on front cover). Cigarette holders, ash-trays, pen-knives or similar novelties might be bought in quantity economically enough for distribution (imprinted), or with imprinted tags attached, or inserted in imprinted envelopes. Tieup copy may be suggested by attraction, or imprint may be headed, "With the Compliments of (star)."

Novelty printing houses will be glad to send samples and prices. Addresses of novelty printing places can be secured from Showmen's Trade Review or other trade papers.

611. FIREWORKS . . . Fireworks might be used to call attention to a gala opening or other theatre event. However, all possible hazards must be considered, and all precautions taken. Fire Department should be consulted.

Noise-makers might be safely exploded atop canopy or atop theatre. Red fire can be used for unusual illumination (signal flares used by railroads).

Where pyrotechinical display is announced as part of some municipal celebration, and certain to be witnessed by crowds, arrangements might be made to have title of theatre's attraction displayed, by illuminating a banner with flares.

612. TENNIS . . . Where tennis courts are prominently located and visible to passing traffic, possibly arrangements might be made to attach a cloth sign to the nets which are used . . . or cutout cloth letters which spell out the attraction title.

With the friendly assistance of the sports editors, contest might be arranged for local tennis courts, with winner to receive a racket "from star."

If there are tennis scenes in an attraction, members of tennis clubs will be interested and should be notified.

613. LEAP YEAR . . . "Baby Cup" from star, perhaps other prizes, offered in newspaper tieup, to first "Leap Year Baby" (born February 29th), *named after star,* of theatre attraction.

Photo of stage show girls looking at calendar, might be good for a photo plant, with "Planning to get their man" caption.

Star of stage show, or manager might invite all persons born on February 29th as his guests, with newspaper going along for novel story on the stunt.

"Leap Year Night" might be featured, suggesting to girls that they bring a boy friend to see (attraction). Leap Year proposal contest might be staged (on stage or in lobby and broadcast), with dames invited to bring along their boy friends and pop the question. Best ones win.

614. SPECIAL EVENTS . . . Special contests, weeks, drives, nights, months, etc., can include:

Special Nights:

School Nights, or *Football Night* (or basketball, or whatever game is currently holding interest) . . . (*See No. 238.*) *Gift Night* (657). *Automobile Night* (657).

Cash Give-Away Night (which can assume many forms, be called by many intriguing titles, as "Bank Night," "Sweepstakes Night," etc. A number of plans are in effect and should be considered before deciding on a method. Generally there is a drawing for a prize which, if not claimed, is added to a similar prize the following week, building up until eventually it is claimed. Instead of cash, prizes might be promoted from cooperating merchants. Okey of local authorities should be secured before going ahead with money give-away nights). A popular method (for example) is "*Buck-Nite*" . . . in which a winner is selected from among registrations to receive a dollar . . . and if winner is present, also receiving the major prize as a "gift." Method of drawing is based on competition of amateur entertainers . . . with each of the amateurs drawing a number . . . and with the amateur selected (by audience applause) as the winner, also indicating the winning number. Girls canvass town (in initiating "Buck Night") securing "registrations."

Pay Night (with each patron receiving a pay envelope, each envelope containing a coin). Tieup might be set with bank, whereby the envelopes carry each an imprinted letter from the bank's name, patrons getting a complete set, spelling out the name of the bank, to receive a savings account of several dollars. (Letters are controlled by limiting one or several letters, and stamping each envelope to prevent duplication).

Radio Question Night would have announcer carrying portable microphone through audience, asking a varied series of questions. Right answers get a small cash prize—several dollars. Wrong answers get a guest ticket, or, in tieup with a business place, as a grocer, some article of merchandise. Program is broadcast and house amplification is also used so that audience might hear. Cooperating grocer, whose name the "Night" can carry, supplies prizes, pays for radio time.

Preview Night (showing on the final night of an attraction, the next day's picture, and usually for the same admission. Might be used as an occasional stunt, or as a regular policy). *Revival Night* . . . (748). "*Perfect* 36 *Night*" (with special price prevailing during designated 36 minutes). *Dance School Nights* . . . (635). *Beauty Contests* . . . (50). *Freckle Contest. Midnight Shows* . . . (702). "*Carnival Night*" *or* "*Carnival Week.*" *Old Timers' Night. Old Fiddlers' Contest. Imitators' Night. Continuous Night*... (with enough film booked to run all evening without repeating anything). *Nationality Nights* (328).

Amateur Night, or *Opportunity Night* (radio station might feature the winner). *Dancing in the lobby* . . . (793). *Silk Stocking Night* (with hose as give-aways for the ladies attending. Girls might model hose). *Hill-billy Night. Cabaret Show* (with talent from stage shows, radio station, night clubs, local talent), seated at tables on stage). *Art Night* (926).

Old Songs Night (with pianist, or organist, set to play as many as possible. Suggestions might be left at box office on entering. Audience invited to indulge in community singing. *Family Night* . . . (768). "*He's Mine Night*" (admitting man and woman for one admission, or for special price, if she says "He's Mine," when buying tickets). And, similarly, "*Pal Night.*" *Barrel o' Fun Night* (with various small give-aways, possibly promoted, placed in a gaily decorated barrel on stage, and ribbons attached to each article leading out of the barrel. Winners come on stage, select a ribbon, draw (master of ceremonies might help the stunt along for laughs, "forcing" ribbons, so that, for example, a bald man will win a permanent wave; or a big fat guy, lingerie). *Civic Clubs Night*... (928). *Home Town Night* (local products; local celebs; attention called to local accomplishments. Mayor might issue a proclamation, or newspaper sponsor the night). *Country Store Night* (various articles promoted from cooperating merchants given away, and handled in "rural" manner by a man costumed as rube. Ancient but often effective. Amateur talent might be introduced in connection with the night). *Blonde Night* (or *Brunettes, Redheads,* 226). *Square Dancing Night* (for some localities, either for stage, or for lobby as an after-the-show attraction). *Date Night* (possibly with special rate for couples. Might be called "*Sweethearts' Night*" . . . possibly with prize for oldest sweethearts).

Contests might include:

Prettiest Girl Contest, or *Beauty Contest* . . . (50). *Dance Contests*

(26). *Masquerade Contests.* *Prize Dog Contests.* *Best-dressed Girl Contest* (girls competing, wearing dresses that they made themselves). *Most Popular Working Girl Contest* . . . (432). *Harmonica Contest.* *Bathing Girl Contests* . . . (659). *Baby Contests* . . . (582). *Singing Contests.* *Lucky Legs Contest*; or *Loveliest Legs Contest* . . . (619). *Puzzle Contest* (with girls invited to compete in lobby before matinee—any puzzle that might become a craze or fad).

Special Weeks might include:

Home Industries Week, or *Boost City Week* (with local products on exhibition). *Radio Week* (91). *Safety Week* (964). *Know Your City Week* (sponsoring essay contest). *Clean-up and Paint-up Week*, (with cooperation of stores selling paint, and window displays in their stores). *Get Acquainted Week* . . . (787). *Music Week* (with possible stage appearance of local bands, musical organizations, singing organizations. Musicians' local might cooperate). *Happiness Week* (selling special array of hit attractions). *Flower Week* (14). *Cuckoo Week* (booking particularly crazy sort of comedy attraction). *Smile Week* (542). *Laugh Week* (587) or, "*Laugh-for-Health-and-Happiness Week*" (selling cooperative newspaper ads). *Community Week* (928). *Thrift Week* (with special bargain hours or special prices just for the week. Or, unusual programs in quantity). *Managers' Week* (personal endorsement of manager on attraction). *Contest Week* (different sort of contest each evening—dance contests, music contests, singing contests, beauty contests). *Revival Week* (series of old hits booked back, in addition to regular show). *Benefits Week* (different organizations selling tickets for specified evenings during week). *Appreciation Week* (music, pictures, etc. Special program booked "in appreciation" of past patronage). *Apple Week* (or, instead of apples, whatever produce the town is known for, featuring the product in lobby displays). *County Fair Week* (91). *June Bride Week* (669). Should *newspaper* be sponsoring a *special week*, theatre might possibly cooperate by offering tickets in an essay contest inspired by the special week.

Special Months and *Special Events* might include:

Harvest Month (472). *Dollar Day* (618). *Bridge Clubs Meeting* (341). *Pet Shows* for kids (475). *Cooking School*, or *Cooking Party* (261). *Benefit Shows* (384). *Theatre Parties* (693). *Fashion Show*, or *Fur Show* (26). *Mothers' Day* (682).

A "*Radio Revue*," as a stage show, might be presented, with cooperation of a local broadcasting station, and using talent from the station. Amateur contest incorporated. Amateurs might be secured from different schools, societies, clubs, each amateur having some following. Line of girls might be secured from a local dancing school. Station should cooperate with number of advance announcements.

"*(City) on Parade*," or, "*Local Follies*," might be used as title for stage revue using local talent, possibly including professional talent, or radio stations, dance school talent. "Star Resemblance Contests" and "Radio Personalities Impersonations Contest" might be incorporated in the show. And "guest stars" might be entertainers from night spots about town, perhaps changing them each performance, or each day.

For Spring: a special "*Spring Festival of Hits*," or "*June Jubilee*," or "*Spring Movie Festival*." "*April Shower of Hits*." *Summer*: "*Summer Show Season*," or, "*Selected Summer Shows*," "*Summertime is Show Time*," "*Mid-Summer Festival*."

Others: "*Greater Show Season*," "*Gala Show Month*," "*Cavalcade of Hits*," "*Parade of Hits*," "*Blue Ribbon Picture Month*," "*New Show Year*," "*Greater Movie Season*," "*Theatre Anniversary Week*." "*BBB*" *Campaign* (might build up a special month, the BBB meaning "Bigger, Better Business." Tease in advance newspaper ads with BBB copy, as: "Watch . . . BBB . . . Wait.") Complete campaign might be built about special month, securing newspaper, radio, and merchants' support.

615. SPECIAL HERALD . . . Generally "promoted" in cooperation with a restaurant, or store or other business place, herald copy is headed: "Specials for Today."

Then: "Specials (at business place, and list them) and, afterwards, this Special Entertainment . . . (and into theatre attraction copy."

616. PLANT A TREE . . . With cooperation of local civic club and newspaper, a tree might be planted in local park and dedicated to star of attraction. Forestry organizations might cooperate. Boy Scouts might aid.

Great deal of ceremony might be arranged in connection with planting of the tree. Mayor or local celebrity might turn the first spade of earth. Drill corps or band might perform. Photographs should be carried for newspaper space. And later, photo of star receiving the photographs might be carried in newspapers.

617. PRESS-SHEETS, MAGAZINE CLIPS . . . Reproduction in the press-books of the various accessories (6-sheets, 24-sheets, etc.), can be used on paper streamers for window tieups (as sundaes, sandwiches), the illustration being clipped and pasted on the window-streamers.

Miniature 24-sheet "billboards" (using press-sheet illustration of the poster) can be used for placing on hotel desks, counters in cigar stores, etc.

Photo stuff from magazines (film magazines and others) can occasionally be adapted to use.

618. SELLING DOLLARS . . . Especially adaptable to attraction featuring money in title or theme, is stunt of man attempting to sell dollars for 90c, or even half-price. With newspaper to play the stunt . . . and the refusals that he will get from most persons . . . for novel story, tieing in attraction.

In relating difficulty in selling them, story might say that it was necessary for him to buy the last dollar himself. Stunt might be used as a radio tieup and broadcast.

619. ANKLES, LEGS . . . If legs or ankles are important to story or title, or where star is known for her shapely limbs, a "perfect legs" contest might be arranged either as a window stunt, or as a stage contest. Girls would appear in bathing suits, and for competition would stand behind a curtain which conceals them except for their legs. (Numbers might be attached to the curtain, in front of them.) Hosiery shop might join in sponsoring the contest. (No. 816 might be adapted to legs.)

620. MAPS . . . (Adventure, Travel, Foreign).

Prizes might be offered to those who identify "high spots" of world by latitude and longitude. Different spots are indicated each day, together with illustration from attraction.

Contestants might be also required to state what particular place on the globe that they would pick as their idea of the world's high spot of adventure and why.

621. TAKE A CHANCE . . . With neither attraction title or star's names announced, the public might be invited to "Take a Chance," and see the show . . . with the assurance that they will call it one of the most entertaining shows of the year (billed as "Take a Chance Week").

Photographs of players have masks drawn over the eyes. Gambling theme, with "It's fixed so you can't lose" copy, can be used for lobby and ads.

622. LOBBY SKETCHES . . . Newspaper contest might "introduce" house artist, explaining that he is stuck for an idea for lobby, or front display panels for coming attraction, and asking for suggestions. Guest tickets for the cleverest submitted (which paper reproduces).

623. MINIATURE PHOTOS . . . Photographer might make up a quantity of miniature photos of star, with photographers' credit-line prominent on photograph, together with autograph of star. Or, cut might be made from photograph (perhaps autographed) of star, and quantity of "photos" printed on glazed paper (for distribution).

624. CODE MESSAGES . . . Morse code message might be made basis for newspaper or radio contest, or adapted to window or lobby flash.

"Can-you-translate-this-message" angle might be used in newspaper contest, with "message" about attraction to be translated from dots and dashes; or, reversing this, a caption under an illustration (on the attraction) might be translated into dots and dashes.

As radio contest, listeners might be asked to try to pick up and read a dot-dash message; with first so-many to win tickets.

625. ALLITERATION, TONGUE TWISTERS . . . Contest angle for newspaper or radio . . . contestants being invited to submit sentences about attraction with every word of submitted sentence to begin with same letter. Requirement might be added that star's name or name of the attraction be included in the alliterations submitted.

626. BLOTTO . . . Contest might be based on best "reflected signatures," contestants to write their signatures on a piece of paper, then folding it quickly before the ink is permitted to dry . . . the blotted names creating all sorts of odd designs, and most unusual get tickets.

627. WOMEN'S CLUB DISCUSSION . . . In connection with showing of an unusual or class attraction, it might be possible to arrange to have some prominent local clubwoman discuss the attraction before her club and other women's clubs. Or the discussion might be arranged for a department store, the store mailing out invitations to hear her, possibly buying newspaper space.

Woman selected for the discussion should be an authority on the subject, or at least well-informed. She might be a member of the staff of a library or theatre guild.

628. NO LAUGHS . . . In connection with a *comedy* attraction, offer might be made, through newspaper story, of a prize to first ten persons to apply who can watch the attraction from beginning to end without smiling. Several "plants" should be included among the ten, who laugh, and are disqualified, for newspaper story purposes.

629. TOO BUSY . . . Folder, for distribution, imprinted with the catch-line on cover: "Are You Too Busy?"

And inside the folder, this copy: "Too busy to Live (for persons afflicted with Hurryitis)" . . . (and then in smaller type): "He hadn't time to greet the day, he hadn't time to laugh or play, he hadn't time to wait a while, he hadn't time to give a smile, he hadn't time to read the news, he hadn't time to dream or muse, he hadn't time to just be kind, he hadn't time to see a joke, he hadn't time to write his folks, he hadn't time to eat a meal, he hadn't time to deeply feel, he hadn't time to take a rest, he hadn't time to act his best, he hadn't time to help a cause, he hadn't time to take a pause, he hadn't time to pen a note, he hadn't time to cast a vote, he hadn't time to sing a song, he hadn't time to right a wrong, he hadn't time to send a gift, he hadn't time to practice thrift, he hadn't time to exercise, he hadn't time to scan the skies, he hadn't time to heed a cry, he hadn't time to say good-bye, he hadn't time to lend or give, he hadn't time to really live, he hadn't time to read this verse, he hadn't time . . . He's in his hearse. STOP (large caps), (and then in smaller type): "Your hurryin' and worryin' . . . Take time out and enjoy yourself . . . and see (attraction copy)."

630. ANNIVERSARY . . . Celebrating theatre's birthday suggests many angles . . . including:

Special Newspaper Page. (See No. 533.) A parade . . . (see No. 64). Birthday cake . . . (see No. 261).

Merchants might cooperate as a group, placing cards in their store windows, also calling attention to their years of service. Perhaps other business place might also be celebrating an anniversary of their own . . . and they might be tied in to theatre's celebration. Coupons handed out by cooperating business places with purchases might entitle those receiving them to chance on gifts to be given away at theatre on opening night of week, or anniversary of opening night.

All couples married same week theatre opened, might be invited to attend as guests.

631. HALLOWE'EN . . . Ads and heralds might bill a special Hallowe'en show as an "Old Fashioned Hallowe'en Party" . . . using usual illustrations of witches and black cats and pumpkins.

House staff might be costumed in clown suits, or skeleton costumes, for the occasion. Favors might be secured together with quantity of serpentine and paper hats. Orange and black for the lobby; perhaps adapting ordinary crepe paper, and using cutout witches, cats, etc.

Hallowe'en contests can include: costume contests, prizes for the cleverest, prettiest, funniest costumes, prizes for kids and adults.

Balloon contest . . . half dozen boys supplied with large balloons to be blown up, first one bursting the balloon is the winner. *String-chewing contest* . . . a pass being tied in middle of string and kids taking ends of string in their mouths and chewing towards the pass, first one arriving at the pass to get it; hands not to be used; several sets of kids used at the same time. *Shoe contest* . . . number of boys taking their shoes off, then being grouped at opposite side of stage; shoes are thoroughly mixed then dumped in a pile; at a signal, the boys rush for their shoes; first one finding his shoes and putting them on and tieing them is the winner. *Flour contest* . . . pans of flour with several dimes in pan; kids at given signal, to place hands behind them and take the dimes out with their teeth. *Apple-ducking contest* . . . tubs and hard apples, and kids to get the apples with their teeth. *Cracker-eating contest* . . . kids being handed a small box of crackers; first one to eat them and whistle a tune is the winner. *Pie-eating contest* . . . pies being placed on tables, contestants to eat them without aid of the hands. *Milk-bottle contest* . . . boys supplied with bottles of milk to which nipples have been attached . . . at a given signal, to start to drink the milk. *Threading Contest* . . . placing boxing gloves on boys, giving them a needle and a long thread.

632. RETURNS, ELECTIONS, BALL GAMES, PRIZE-FIGHTS . . . In connection with elections, championship fights, world series baseball games, and other events that draw widespread interest in immediate returns, the results can be announced in theatre. Those interested might thus attend the theatre, and at the same time be assured of hearing the final results immediately.

Returns might be announced "through cooperation of (local newspaper)," with the paper supplying the information immediately to theatre. Tag-line might be included in all announcements: "Read the (paper) for full details" (or radio station).

Small projector (or using artist's baloptican) might be set up in house, and focused on small screen at side of stage, slides prepared as information comes in, and flashed immediately (show not being interrupted in any way).

If continuous returns are not announced, the winners, at least, might be announced, by preparing, in advance, two flash trailers (or an individual trailer for each person in competition), each trailer announcing "the winner." When final returns are received, the correct trailer is selected and immediately run.

633. ONE WORD DESCRIPTION . . . Contest for radio or newspaper or lobby might be based on best single word description of the star of attraction. Or, best five-word description (no more, no less).

634. TURKEYS, CHICKENS . . . Before Thanksgiving and Christmas (several days before), turkeys are excellent "give-away" prizes. Tieup might be made with a merchant, securing a number of turkeys in return for credits or announcements.

Turkeys might be placed in a cage in the lobby in advance, cage gilded and lettered: "Birds in a Gilded Cage (and into copy announcing evening of give-away)." And instead of presenting turkeys to lucky winners, patrons might be invited to register their estimate for the weight of the birds (together); those nearest correct winning.

Or chickens might be similarly awarded.

Rooster might be used as center of a display on an attraction, which carries copy: "Something to Crow About!" Hen hidden nearby prompts Mr. Rooster to crow. Or amplification might be used, playing a recording of fowl crowing—with speaker concealed behind cage.

635. DANCING SCHOOL . . . Where dancing is featured in an attraction, dance schools might make announcements to their pupils, or permit them to be made. Tickets to see the coming attraction might be presented to pupils who win school dance contests.

Dance schools can supply girls for dance contests, amateur nights, and for general advertising purposes where services of attractive personable girls are required.

Dance school might present, as a feature for several evenings, a dance revue in which all their pupils are featured. Might arrange with them to sell tickets on a percentage basis. The revue shouldn't be limited entirely to kids; some older dancers should be included (perhaps "graduates" of the school).

Perhaps arrangements can be made to have a dance school or dancing instructor teach a class in dancing on theatre stage each Saturday morning, in connection with theatre's kiddie club. School can be scheduled to immediately precede the regular opening of the house. Box office would open early. School receives in return for their services a lobby announcement or announcement at kiddie club; and best argument is fact that theatre class presents an excellent medium for enlisting students in regular classes at the school.

636. POSTER ON THE FLOOR . . . Where sufficient space is available, a poster (any size) can be placed on the floor or sidewalk, using "water-glass" to attach it. Display in background can possibly tie in with floor poster. In removing poster, use alcohol to dissolve the water-glass.

Used on sidewalks (and with okey of authorities), should be placed in early hours of morning, so that they are dry by time heavy traffic hits them. Should face the flow of early traffic, placed at an angle, on corners.

637. CLOCKS . . . Imprinted stickers attached to clocks about town carry copy: "Time to see (attraction)."

Tickets might be offered those guessing nearest to correct time a clock, on display in a window, will stop (using eight-day clock). Or, as a gag, an electric clock might be used, with the answer, obviously: "When the juice is turned off."

Window display of alarm clocks carries copy: "Set your clock. You'll want to be on time to see (attraction)."

Display panel might be made up to resemble a clock, with a still placed at each hour position. Lettered copy: "A Thrill a Minute." Large clock "hands" might be made to move; and stills might be placed in chronological order.

638. FAN LETTER MISTAKES . . . Newspaper contest might feature letters (which are reproduced) and which have supposedly been written to star of attraction by admirers. In the "letters," dozens of mistakes are made; previous motion pictures that star appeared in, co-stars, other information, is included—most of it in error. Contestants are to recognize the errors, underlining them.

639. BULLETIN BOARDS . . . All factories, schools, plants, large offices, corporations, gymnasiums, department stores, hotels, and other places employing a number of people, generally have bulletin boards where messages are attached. Arrangements might be made to have neatly imprinted or lettered cards attached to these boards.

Specially printed card or herald (prepared for mailing or distribution) might be used for bulletin boards.

Lobby bulletin board might be featured as a place to attach interesting clippings from press material received on an attraction. Might be clipped from press-books or trade papers. Can be headed: "Things to Know about Pictures," or "Star Gazing," or similar title.

640. LOCAL CHARACTER . . . Perhaps someone locally might by coincidence resemble, in appearance, character or occupation, the character pictured in story of theatre's attraction. If this is so, he ought to be good for newspaper interviews in which he is asked questions about attraction. He should see the show as theatre's guest, with his reactions perhaps good for another story.

Entertainers similar to those pictured in an attraction might be located, too, and used in front of theatre, or on a float; or on stage.

641. START SHOW . . . As a part of the formality of beginning the showing of an important attraction, perhaps arrangements can be made to have the Mayor or some important dignitary to officially "star" the show (for the benefit of radio broadcast, and newspaper photographers).

His Honor might be pictured in theatre projection booth, starting the machines; or, he might be photographed, backstage, pulling the rope which will raise the curtain on an important stage attraction. Or, Mayor might "start" the show by throwing a switch which is wired into a panel in the lobby (and which sounds a buzzer as a cue).

Show might be officially "started" from an airplane circling overhead (for story purposes) through radio signal from the plane.

642. BATH . . . Can be made the center of a display for lobby or window, if attraction suggests. Shower bath set-up might be featured with cutout life-size figure of feminine star within the bath, head and shoulders extending through the curtain. Rain effect recording might be secured from radio station and played through house amplification system back of the display to lend realism.

It's been a long time since Anna Held's famous milk bath, still, a "milk bath" might be staged as a sensational stunt that should win newspaper space and much comment . . . to be used, however, with discretion and full consideration of town and attraction.

If attraction suggests either beauty or bath, it might be announced that a girl will take a beauty bath, in milk, in theatre lobby at a specified time . . . or, in window of a cooperating store or beauty shop.

Classified ads are carried in newspaper in advance, reading: "Wanted. Attractive and shapely girl to take a milk bath in (theatre) lobby (or window of cooperating store), as part of advertising campaign in connection with showing of (attraction)."

Newspapers might pick up the gag as a novel story.

Actually, girl wears low-cut swim suit (without shoulder straps). She is screened until she is in the tub (which is elevated slightly, and made part of a display, with copy tieing in attraction. Plumbing supply place might supply an elaborate tub for a credit mention).

Quantity of milk has been added to water in the tub, making it impossible to see the girl, or that portion of her which is submerged. Newspaper men witness the first "bath."

643. **LIFE** . . . With all other subjects naturally of secondary importance, it is also only natural that many stories will deal with life, or life and death.

And, in connection, displays of scientific life-saving apparatus might be arranged (pulmotors, oxygen tents, etc.), and demonstrations of life-saving methods (by life-guards or boy scouts or coast guard).

Cooperative ads of business places might urge readers to make life pleasant, or safe, calling attention to their products and to theatre's attraction.

Essay contests, for newspaper or radio might be based on "life after death" experiences, or "near to death" experiences.

Scientific magazines and spook magazines on newsstands might be rubber-stamped with copy on attraction, or imprinted adhesive labels attached to the covers.

644. **GLASS TANK** . . . Small glass aquarium, preferably a square tank, might be effectively used (especially if ocean or river is important to story), placing it behind lobby display panel, the tank being visible to patrons through an opening in the panel (except top, bottom, sides). Tank is illuminated from behind panel.

Display copy on coming attraction might be lettered (in oil) on metal or glass, and submerged within the tank. Or, cutout figures from still might be pasted to panel of glass and varnished over, and placed in the tank.

Or, still might be placed behind the bowl, so that it is visible through the water (which might be slightly tinted with bluing), giving it a weird effect. Cutout figures from stills might be attached to edge of an electrically driven phonograph turn-table, revolving behind the bowl and visible through it.

Added angle is placing of a great many goldfish in the tank, offering guest tickets to patron estimating exact number.

645. **FISH SWIM THROUGH DISPLAY** . . . A small aquarium made part of a window display . . . with a small ring suspended within the bowl, a ring large enough, however, for goldfish, which are also within the bowl, to swim through. Display cards call fish "(star's) Trained Goldfish," and offer tickets to anyone witnessing one of the fish swim through the ring.

Or, instead of ring, cutout letters spelling out star's name, or title of picture might be used, provided there is a letter "o" in the words that might be used instead of the ring. The letter "o" might be made larger than other letters.

There is no chance of fish swimming through, as *center of the ring is glass*, not visible when in the water. Curtain ring might be used, with glass cut to fit inside ring tightly; or ring might be made of plastic wood molded around circular glass. Might be adapted to goldfish bowl or aquarium already in use in store window.

646. **CHECK HERALD** . . . Heralds could be made up after style of regular check, and "made payable" to bearer, on "National Bank of Hilarity" for the sum of one thousand laughs. Or similar copy, as suggested by the attraction. Signed by name of attraction or star, and imprinted with attraction copy and play dates.

647. **RAMBLING CHECK** . . . Aid of luncheon club is enlisted by theatre in starting several dollars in circulation about town. In tieup with bank, several over-size checks, for a dollar each, are covered by a deposit. Checks, with newspaper following the stunt, are presented to several club members . . . who are to immediately place the check in circulation. Imprint on the check carries star's name and copy on attraction . . . and urges those receiving the check to endorse it and put it into circulation immediately . . . asking that it be cashed at bank on a specified date. Check presented as "with compliments of star of theatre's attraction." Newspaper follows the checks as well as possible, asking readers to phone and notify them if they get the check.

648 **BILLIARDS** . . . If featured in an attraction, and if billiards can be capitalized upon without detracting from appeal of the picture, billiard table might be set up in lobby, with guest tickets offered to patrons making a certain difficult shot, which is explained by attendant. Cue ball might be spotted behind the eight ball, with display panel carrying copy: "Get out from behind the 8-ball. You're in for good luck . . . you're going to see (attraction)." Billiard expert might make exhibition shots.

And, of course, pool halls and billiard parlors should be circularized, or display cards placed.

649. **MONEY** . . . Old coins, or money of different nations might make an interesting window display, or (under lock and key), for the lobby. Panel might carry copy: "All the money in the world couldn't buy a better show." Confederate money might be used for display.

Heralds might be made up after style of stage money, with attraction copy imprinted. Drawings suggested by attraction, as bevy of girls, might be featured on the "money." Copy might say: "$1,000 worth of Laughs . . . For Regular (theatre) Prices." Stage money might be attached in large quantity to front panels.

Displays of counterfeit money might be arranged, if attraction suggests. A legitimate bill might be placed with bogus ones, and those whose attention is attracted asked to pick out the good one.

Man (or girl) might be placed in a prominent window, busily engaged in flipping a coin. Panel carries copy: "I'm trying to see which wins most often—heads or tails. But heads or tails, I'm going to see (attraction)." Two blackboards are placed in the window, one on either side, one lettered at top "Heads," the other "Tails" . . . the "flipper" in the window marking up each flip of the coin.

Contest might be based on number of words meaning money, or slang expressions, colloquial terms. Tickets for longest lists.

Toy banks might be bought cheaply in quantity and distributed to patrons in advance, with imprinted sticker attached; or cooperating store might hand them out with purchases. Electrical appliance tieups might be based on the money-saving angle.

650. SPORTS PARADE . . . Attraction dealing with sports, or with any one particular sport, might suggest a "sports week," with various evenings dedicated to various games. Worked out with cooperation of sports editor, those interested in various sports might be urged to attend on designated nights. Local champs in various athletic activities might be invited as guests of the paper.

Sports tieups made with athletic stores, places specializing in sports goods, bikes, clothing, books, automobiles.

A "*Junior Olympics*" might even be worked out for a Saturday morning before the opening of show, with sports page offering trophies or medals (named after star of theatre's attraction), for winners of various events which are planned (running, jumping, swimming. Or regular track meet might be worked up, perhaps with playgrounds or school cooperation. Boy scouts might aid).

A stage or lobby "Sports Parade of Fashions" might be staged, handling much after the manner of a style show . . . with girls modeling all sorts of sports costumes, from bathing suits and tennis costumes to skiing outfits. Worked out in tieup with a store. Can even be staged in the windows of the store (with display cards on the attraction tieing in).

651. MANUFACTURERS . . . Of many articles will occasionally be interested in placing samples of their products in the hands of potential customers. Many of them, manufacturers of cosmetics or candy or harmonicas, will be willing and interested in having theatre handle the local distribution for them.

Local distributors, or the manufacturer direct, might be contacted. Theatre audiences are good potential customers for most products, and distribution in theatre is very desirable.

In distribution, the article is placed in an imprinted pay envelope, which carries imprinted ad on the coming attraction . . . with catchline tieing in with the distributed sample.

652. **HAWAIIAN** . . . Attraction with Hawaiian locale suggests front and lobby display panels carrying out the Hawaiian atmosphere; palms, sea scenes, Hawaiian music.

Hawaiian entertainers and perhaps a hula dancer might be used, in lobby or out front of theatre.

Hawaiian entertainers might be named after attraction; they might be taken to luncheon clubs, where they entertain, with appropriate announcements made. They might play as a prologue to the trailer on attraction (working behind a scrim, or, placed to one side of screen).

Hawaiians leis might be obtained for house staff. And they might also be sent to newspaper critics, with appropriate card attached, possibly delivered by a girl dressed in grass skirt. Paper leis might be secured cheaply enough for distribution with card attached.

Girls in Hawaiian costumes might distribute heralds about town or adorn a lobby display or float. Life-size cutout figure of the feminine star of attraction might have an actual grass skirt attached.

Papier mache volcano might be constructed, using paper streamers (blown by an electric fan within the "volcano"), flashing red floodlights, burning incense.

Couple of "Hawaiians" might be used in connection with an attraction that doesn't deal with Hawaii . . . having them carry banners, "Even the Hawaiians are coming to town . . . to see (attraction)."

653. **FILM CLIP** . . . Trailer company might make up a quantity of duplicate clips, from a film clip . . . the clips attached to cards, which are imprinted: "Just a peek at (attraction)," or, "See for yourself the Breathless Beauty of (attraction)." Cards distributed as heralds.

The film clips (several frames each), might be stapled to a card, over an opening which is die-cut into the card; or two slots might be die-cut into the card and film inserted at either end in the openings

. . . with opening between the slots, the size of a film frame, die-cut cut.

A scheduled eclipse of the sun offers an excellent opportunity to use the film clip herald to advantage . . . imprinting: "See the Eclipse through this film . . . and read the most important entertainment announcement since the last Eclipse." (Film clips carrying copy on attraction.)

Or, several scenes from attraction might be reproduced in film style (with drawn border of sprocket-holes) for heralds or ads.

654. LIE DETECTOR . . . For novel lobby or window flash (using amplification) a "machine" might be made up to resemble a lie-detector . . . wires attaching to forearm of person being questioned, and leading to a panel behind the person, which features two globes which might represent "Truth" and "Lie" (one representing a deviation from the truth might be red). Switches which control lights can be placed under carpet and contact made by pressing foot on them.

Pretty girl might be used as the "subject," questioner asking her a routine series of questions, and with the "lie-detector" reacting each time she answers . . . sometimes with humorous results (as, to query: "Have you ever been kissed?" girl answers, "No," and lie-detector flashes "lie" light repeatedly). "Demonstration" ends with series of questions about attraction, with answers and machine's indications reacting to boost attraction. Wind-up questions might include the dialogue: "You saw a preview (or special screening) of (attraction), didn't you?" Girl answers, "Yes," and machine points "truth." "Did you like it?" "No," and machine points "lie." "Really, what did you think of it?" "I thought it was swell," with machine pointing "truth," etc.

Perhaps a real scientific lie-detecting apparatus might be available, and might be secured for a special demonstration . . . having a "subject" witness an attraction that is really outstanding, then attempting to give the wrong answers to questions about the attraction when tested by the machine. Newspaper might cover the demonstration with a story and photograph. Patrons might be asked to try to outwit the machine, asking questions to which the answers are obvious. Well-known local young lady might serve as the subject. Questions should be carefully arranged so that all reactions would be of credit to the attraction.

655. KISS MARKS . . . Man in dress clothes, in great disarray, with kiss marks painted with lip-stick all over his face, women's stockings trailing from his pockets, powder on his coat, garter on one sleeve, carries copy on his back: "I just met those gorgeous dames in (attraction) at (theatre) . . . You'll want to see 'em, but don't say I didn't warn you!" Or, he might carry the sign (lettered on both sides).

656. "MOVIE VISION" . . . Lettered on lobby display, featuring a mirror panel. Copy invites patrons to press buttons for a view of (attraction). Pressing button turns on lights behind special mirror which is not opaqued and immediately becomes transparent when lights are flashed on behind it. Panel behind mirror, which is illuminated when button is pressed, features a small opening, back of which a drum is made to revolve when the button is pressed, displaying a series of stills which are attached to the revolving drum. Lights might be arranged on flashers.

657. PROMOTION, GIVE-AWAYS . . . If give-aways are considered, a trip or an automobile, the cost can be divided among cooperating merchants, who share the cost of the car, or a large part of the cost. Merchants distribute coupons with purchases or payments on account, and receive mention in advertising, on lobby panels or trailers. Also, if article, or articles, to be awarded, are placed on display in theatre lobby, the cooperating merchants will receive credit there.

On smaller items, individual merchants might give the items in exchange for advertising.

Samples of various kinds (as gum, candy, cigarettes), might be promoted from the distributor, or the manufacturer. Samples are distributed by theatre, inserted in imprinted envelopes.

In using heralds, store might share the expense, if they are numbered, with certain numbers good for guest tickets to see theatre's attraction, if brought to store to secure the winning tickets. Winning numbers posted in store where they might be checked by those receiving heralds.

658. STAR CLUB . . . Membership card for a comedy imprinted: ("Star) Club. This is to certify that (space for name) is a member in good standing of the (star) Club, and is entitled to get her man (or favorite boy friend) to take her to see (attraction and dates). Charter Members: (star of attraction)." Add line at bottom of card: "Pass this pass-word along to the boy friend: "Take me to see (attraction)." Name of attraction might be substituted for name of the star. Distribute in advance to ladies leaving theatre.

659. BATHING GIRLS . . . Suggested by an attraction that features swim scenes or bathing girls, or a star who is noted for curvatious charms, a bathing girl revue might be arranged. Or, it might be presented as an added attraction.

Bathing girl contest can be staged at a cooperating swim pool. Or on theatre stage. Or in front of theatre on opening night, or opening day of attraction. Or, as a feature at cooperating night club or dance spot (with announcements given attraction). Contest might be made a feature of a stage revue, using beach setting (beach umbrellas, and possibly sea background) and building up to promenade finale.

Manufacturer of swim suits might supply the swim suits, with local distributor cooperating. Different merchants might each supply a swim suit and a girl . . . with the suit on display in their windows in advance.

Winner of contest gets prize, and perhaps a loving cup ("from the star of attraction"). Perhaps a trip might be promoted for the winner, or she might be entered in a national beauty contest. She also receives the title of "Miss (city)."

Where contest is a one-time stunt, three or five judges might select the winner. Or applause might decide. If contest is presented as part of a stage revue, and it is necessary to present it for more than one performance, different judges might be arranged for each performance, votes of all of them being tabulated at conclusion of last contest . . . girls being held on stage after last showing (with other entertainment introduced) until all votes are counted, so that winners might be introduced. In event of tie, applause might determine the winner, or duplicate prizes and twin "titles" might be awarded. Photo of the contest, or of the winners, should be good for newspaper space.

Staged at pool, or at night club, away from theatre, trophy should be presented with "compliments of (star of attraction)." Newspaper might sponsor the contest.

Cooperating photographer might make bathing suit photographs of the girls who have entered the contest, for newspaper reproduction or lobby display.

Bathing girls might also be used to effectively adorn parades or floats, or canopy or lobby displays; or to dress up a street stunt, as good looking, shapely girls in bathing suits can be relied upon to draw attention. Where their use might be suggested by an attraction, and an elaborate float cannot be used, an open automobile might be secured, banners placed on both sides, and bathing girls seated all over it.

Bathing girl "contest" might be made part of a stage show, using girls from stage attraction, staging the "contest" as a unit in the show.

Grand opening of an attraction might feature arrival of bathing girls . . . the girls arriving at theatre in individual cars, mounting platform in front of theatre, and modeling swim suits before entering theatre. Publicized in advance as "Search for town's perfect showgirl type," or (in connection with a musical or girl show), "showing the latest in bathing styles and pretty girls," or, "the newest hit of the year, and the newest thing in swim suits." Appearance of the girls will assure a crowd of spectators for opening ceremonies.

A group of girls (or men) wearing swim suits on which the title of attraction has been lettered, will attract attention at beaches or at swim pool.

Photographs of stars in bathing suits might be used in window tieup display of bathing suits.

660. **NUDIST COLONY** . . . A teaser gag . . . starting with small ads in newspapers, preferably not on theatre pages (possibly on page opposite theatre page), running each day for week or more in advance of opening of attraction . . . each ad headed: "Nudist Colony" (in large caps); copy varying each day . . . as . . . "Those interested in joining this new colony in (city) are requested to watch this space for complete information" . . . "Complete information in (day's) (paper)" . . . "Watch tomorrow's paper for complete information and instructions" . . . and then on final day, the "instructions" . . . advising those interested to meet certain type of car, license number (from another state if possible) at specified place (some distance from theatre), suggesting that readers fall in behind the car. When the curious who fall in behind the car follow it by a winding route, to the theatre, where in front is displayed a cage of monkeys or baboons, labeled "Monkey Nudist Colony," or "(star's) Baboon Nudist Colony."

If picture is to receive a "formal" opening, with broadcast and all the trimmings, time the "parade" to the theatre to arrive during the ceremonies, when the announcer might comment on the stunt.

Be sure to plant follow-up story in newspaper to satisfy curiosity of those who have been following the ad series but missed the parade to theatre.

661. **POINTS OF CHARM** . . . Contest for newspaper might be based on contestants' analysis of attractiveness of star of attraction . . . the selection of points of beauty, of qualities that attract.

Beauty page editor of newspaper might point out points of charm of star, using photo for illustration.

662. CHECKERS . . . Expert checker or chess player might be stationed in lobby, as center of a display, inviting patrons to try and beat him, with guest tickets to see coming attraction for those who can beat him.

Panels carry copy on attraction. Catch-line might be carried: "It'll be your move (day) . . . You'll want to hop down to (theatre) and see (attraction)."

Giant checker board might be made up for window use, with costumed girls playing, walking across the "board" to move the "checkers." Periodically, the girls turn the "checkers" over, with letters on reverse side spelling out attraction copy.

Couple of costumed girls, or bally men can seat themselves (on folding chairs) at important corners, engaging in a checker game. They play until sufficient attention has been attracted, then they turn the board over, revealing an ad on the attraction; and on to another spot.

663. SCREEN TESTS . . . Occasionally screen tests can be satisfactorily worked out, if tieup with newspaper can be arranged and tests made on theatre stage.

Tests, of course, hinge on ability to have pictures made satisfactorily and economically enough on theatre stage; and photography should definitely be good.

Girls who are entered, compete on evening tests are to be made, with several winners to be made up on stage, and photographed, reciting prepared lines. In connection with stage show, the star of stage show can advise in regard to make up; if not, some local beauty shop can provide an expert.

Arrangements might be made, well in advance, to have some studio look at the films if sent them. The tests are also run the week following at theatre.

664. TALENT TESTS . . . In tieup with radio station, radio talent try-outs might include all sorts of potential radio talent (as suggested by attraction); or if attraction features singing star, the contest can be limited to singers.

Newspaper, radio station and theatre might cooperate on the proposition, with entries received in advance. Elimination contest might be held if there are a large number of entries. And the final contest to be held on stage of theatre, or in radio station.

Arrangements might be made to have star wire newspaper or radio station, suggesting the contest . . . with prize being announced at same time. If trip can be promoted, it can be announced as "with (star's) compliments."

Engagement over local radio station, or in theatre stage show, might be offered to winner as a prize . . . the winner to be paid for the appearance.

665. **SPORTS ANNOUNCERS** . . . Broadcasting important football or baseball games, with a tremendous air audience assured, perhaps arrangements can be made to have the announcer mention theatre's attraction.

Perhaps some deal might be necessary with sponsor of the broadcast, repaying him in some way for the announcements.

666. **BARBERS, BEAUTY SHOPS** . . . Reverse lettered cards might be placed behind chairs in barber shops or beauty shops so that the cards are correctly reflected in mirrors . . . and customers looking into mirrors will read the message. (See 674.)

Barbers and beauty shop attendants might be invited as special guests to witness the screening of an attraction that is definitely entertaining . . . on the theory that they are inclined to talk, and that they daily come into contact with many people to whom they will mention the attraction.

Shop might feature a special hairdress which is named after attraction or its star.

Distributor of a permanent waving machine might arrange to place cards in all beauty shops in town tieing in attraction . . . this in return for exhibition of a machine in theatre lobby, with panel carrying tieup copy. Cards would carry cut of star. Firm might go for direct mail mention to beauty shops, too.

667. **POLICE** . . . In connection with attraction dealing with police work, or crime, or a murder-mystery, police and detectives might be invited to see an advance screening. Police might escort film to theatre on opening day, for newspaper photographs. Police department might issue police card or police pass to star of attraction. Chief might permit himself to be quoted in ads. Officers might be radio-interviewed as they leave theatre after witnessing the attraction. Might set two screenings, one for early morning, one late at night, so that both shifts might see the picture.

Police equipment, and seized guns, blackjacks, handcuffs, billies, and gas guns and machine guns, and crime detecting apparatus and displays, might be borrowed for a lobby or window flash, for attraction that deals with crime or gangsters or police methods. (Articles might be tagged with explanations.) Equipment and articles should be placed under glass; or wired to panel, and in charge of attendant at all times.

If the police cars are radio equipped, the police dispatcher might be persuaded to say something about theatre's attraction . . . especially if theme of attraction is one that glorifies activities of the law enforcers. This announcement not only for the benefit of the police tuned in, but also for the large number of persons who habitually listen to police broadcasts. Police might permit a spare police car to be parked in front of theatre on opening day with radio tuned in on police calls.

Perhaps police band will parade to theatre on opening day. Or squad of police might parade, might go through a drill. A benefit proposition might be worked out with the police which would justify and assure their support. They might sell tickets, with a percentage to go to their fund; or they might distribute cards which urge those receiving them to attend on a certain night and to present the card at that time . . . a certain percentage of that sale to go to police fund if card is presented at box office (thus there is no selling of tickets outside the theatre).

Trophy might be presented in police shooting competition, the trophy named after star of attraction.

668. FIREMEN . . . If activities of fire department or firemen are shown, a special screening for firemen might be arranged, with their comment used over a broadcast after it is over. Chief might permit his endorsement to be added to a newspaper ad. Film might be delivered to theatre on opening day by a fire truck; or by an escort of firemen. Fire department drill squad might perform in front of theatre on opening day; or a giant extension ladder might be "demonstrated" in front of theatre. Playing stage shows, the star might be made an honorary chief or assistant chief.

Fire effect for display can be made up, using strips of silk blown by a concealed electric fan, red floodlights, burning incense, or (if outside), steam exhaust.

669. MARRIAGE . . . Wedding gown and suggestions for brides' wardrobes might be displayed by *women's shops*. *Cooperative newspaper ads*, illustrated with scenes from the attraction, might make appeal to "brides." Newspaper classified page contest might be based on question: "Where can a Bride buy (listing articles daily that are advertised on classified page).

Pretty girl dressed as a bride, together with a "groom," might ride about town in an open car, to which tin cans and "just married" cards are attached, with display copy on theatre attraction also included. Car might stop at busy intersections where "bride" hands heralds. Visiting newspaper office, "bride" might deliver an invitation to movie critic or well-known columnist.

Cooking department of store or newspaper, or store selling cooking appliances should cooperate with newspaper space or windows. Wedding on the stage might possibly be arranged for opening night of attraction (*see* 551). Rice, in small imprinted envelopes might be distributed as heralds. Those couples securing marriage licenses on opening day might be invited to see the show as guests of theatre and newspaper.

Woman's Page of newspaper will perhaps use a still of "bride" in trousseau. If imitation wedding rings can be secured in quantity cheaply enough, they might be attached to heralds, or with imprinted tag attached, used for distribution. Jeweler might install window display of rings.

First girl married after opening of attraction might be interviewed over radio, or for papers.

Contest angles, for newspaper and radio, based on or suggested by marriage, might include best written proposal submitted, without use of usual phrase, "I Love You." Newspaper illustrates with scene from attraction. Or, "Best Marrying Age." Or, "Best Description of How Husbands Proposed." Or, "Most Romantic Place to Spend Honeymoon." Or, "Requirements for a Perfect Sweetheart." Or, "The Honeymoon is Over When . . ." for a humorous contest.

Couples celebrating silver wedding during showing of attraction might be invited. Couples who have celebrated their golden anniversaries might be invited as guests of honor (with newspaper interview). Longest married couple might be sought.

"Bride" might appear in the lobby, in full regalia, handing patrons imprinted cards (see No. 488).

Stores might cooperate in arranging a "hope chest" (gifts) for first couple married after opening of attraction, cooperating merchants buying newspaper space.

Comedy rules on "How to be Happy though Married" might be basis of radio or newspaper contest . . . with suggested answers similar to "Live in (town), send your wife to Hong Kong."

Real estate company tieup ad uses illustration from attraction showing romantic team, and carrying at top of illustration a listing of marriage license applications (from newspaper), and beneath the illustration a listing of apartments. Copy on attraction completes the ad.

670. ANALYZE CHARACTER . . . Newspaper can invite readers to analyze the characters of stars from photographs which they publish (one each day for several days), (to attempt to figure out just what sort of person star is, his likes and dislikes and natural inclinations). Or, contest copy can be imprinted on the back of small photograph reproductions for distribution.

"Character analyst" might appear in theatre lobby in advance, telling patrons about themselves . . . including information that they're just the type that would enjoy the coming attraction.

671. JUMPING BEANS . . . Mexican jumping beans will attract attention to a window display, calling them: "(Star's) amusing Mexican Jumping Beans." Or, catch-line: "The romance and thrills will keep you jumping, too, when you see (and into attraction copy)."

A lighted globe under the beans will keep them hopping. The beans can generally be obtained from a novelty store.

672. THRILL TEST . . . Arrangements made to have a psychologist, or authority from a local school or college (for newspaper photographs), test reactions of patrons to a thrill-attraction. Perhaps equipment from school might be used, or the "test" may be based on variation in pulse beat or blood pressure. Reactions of a person watching a "thriller" might be measured and comparative tests (for newspaper stories) based on a "who's thrilled most" angle. Test a girl and a man; or a redhead and a blonde.

673. THRILLOMETER . . . Panel in which peep hole is cut (with display of stills behind same), carries copy: "Can you stand the thrill test?" and "Test your reactions." A large thermometer (made up by cutting glass tubing into compo-board paneling), is connected by rubber tubing with a hot water bag concealed under small elevation or platform on which person stands to look in the "peep hole." Glass tube is filled with a colored liquid, which rises in tubing when a person's weight is placed on the platform. "Degrees" of excitement might be registered alongside the "thermometer."

674. TABLES . . . Stills or printed cards can be placed effectively on tables in restaurants, beauty shops, barber shops (manicuring tables), drug stores, lunch rooms, grills and bars. If tables are glass-covered, the photos or cards should be placed under the glass. If stills are used, attraction title should be lettered on each still.

Or, two stills or imprinted cards can be placed back to back and placed on tables. Printed cards might be made up folder-style (as an inverted "V"), imprinted upright on each side, and placed on tables.

675. **TITLES** . . . Tieups of many kinds can often be based on the titles of attractions. Titles should be weighed and considered from every point. Things or persons that would be suggested by, or connected with, the title might be adapted to advertising.

Many articles can be "named after," or "named in honor of," the attraction in tieups, as perfumes, dresses, colors (of materials), pearls, sandals, shoes, shirts, ties, hats, fashions, ice cream, sodas, etc. Actual endorsement of star need not be used.

Title might suggest teaser campaign, especially if it is a single word, a name, a statement; or if it is brief—title alone being posted in advance . . . following up with regular ads. Similarly newspaper ads and imprinted stickers.

Title of attraction might be shouted, via amplification, from theatre marquee top, or from roof of building.

676. **STAGE CARD** . . . Often vaudeville acts have been introduced by a costumed girl, who carries a lettered card across stage. Similarly, a girl can carry a card on stage which announces the coming of an attraction.

677. **MICROSCOPE** . . . Display in lobby directs attention to "The World's Smallest Billboard . . . Calling Your Attention to the Year's Biggest Production." Microscope, as the center of the display, is focused on the smallest possible replica of a billboard, with title of coming attraction lettered on it in microscopic lettering. Jeweler or engraver can prepare the "billboard," working it up under a microscope. Should be placed in charge of an attendant, or "billboard" end of microscope protected by a glass enclosure.

678. **TOUCH WINDOW** . . . Those looking in at a window display are invited to touch a designated spot on the window . . . with animation within the window or illumination of a scene or display resulting.

Point to be touched is indicated by circular card attached direct to glass . . . but behind the card a copper wire is connected which carries body capacity to grid-glow bulb which is concealed (a photoelectric cell arrangement which makes animation possible on merely placing the hand near the grid-glow).

679. **POCKET BOOKS** . . . Newspaper classified ad can carry this copy: "Lost . . . between (theatre) and (newspaper), a

purse containing cash and tickets to see (attraction) at (theatre). Finder may keep the cash, if he will return the tickets to see (attraction)." Sign with initials, care the paper. Copy can also be used for small display ad, or for herald.

If cheap pocket-books can be bought in some quantity, a card is inserted in each pocketbook, carrying the copy: "Tell your friends of your Good Luck in finding a (name of attraction) pocketbook . . . then bring it to (theatre) and receive guest tickets to see (attraction)." Copy is imprinted on pieces of white silk cut the size of paper money, giving a money "feel" to the purse before it is opened. The purses are dropped in stores and business places throughout city the day before opening of attraction.

680. VANISH LETTERING . . . Color wheel in front of a spotlight, focused on a display, causes lettering to "vanish" as beam of light of identical color as lettering is thrown on it, then changing light. Adapted to a window display, the window would be dark, other than the spotlight illumination.

681. STATE . . . With locale of attraction in a certain state, and if it is of box office value to feature the locale, items identified with state can be used for display, or for newspaper features. State song can be introduced by orchestras, over radio, dedicated to attraction. State flags, if state has been represented by several in its history, can be reproduced by newspaper, with kids invited to color same. Program of popular songs which have featured or mentioned the state can be introduced over radio and properly dedicated. School essay on the state might be arranged. Giant map can serve as background for a display. Travel and transportation agencies will cooperate with window displays. Stores selling items produced in the state, or identified with it, will cooperate. Outlines of state (from map) can be covered over, for lobby or front with a composite display of stills. (See 545.)

682. MOTHERS . . . Newspaper can cooperate in locating oldest living mother in city. If possible she is to be guest of theatre on opening of attraction (or on Mothers' Day). Newspaper might make portrait which they will carry in their columns, together with an interview. Attraction can be dedicated to her, and her photo might be placed in dignified display in lobby. Florist should present her with beautiful bouquet of flowers. Auto dealer to supply transportation for oldest mother and her family to theatre. Presentation of copy of the photo and the flowers made at theatre, with Mayor or important official making the presentation, paying tribute to all mothers. Prize might be offered to youngest mother, too; and she ought to be good for a newspaper story.

Gold Star Mothers should be specially invited guests on Mothers' Day.

683. CALL SLIPS . . . Personal letters sent to all doctors, advising them that if they will fill out one of theatre's "call slips" when attending the theatre, they will be enabled to receive calls at the theatre without confusion or delay. They are advised that "call slips" (one of which is enclosed in each letter), are to be secured from the cashier. And the letter might be underlined with a P.S. about a coming attraction.

"Call slips" carry spaces for listing name, date, seat location, time, usher's name.

When the list of doctors has been covered, other listings might be similarly used—nurses, railroad men, dentists.

684. BOWLING . . . Trophy (from star of coming attraction) might be offered with sports page sponsorship of team turning in best score of week. Sports page pictures of winners and trophy, and mention of attraction follow.

Long distance contest between local team and team in some other city, perhaps a foreign city, can be arranged, with the trophy to go to the winner . . . and consequent newspaper stories.

685. TROPICS . . . Palms and beach background would be featured in displays. South sea spears, grass mats and grass skirts, paddles and native leis, might be used. To add effectiveness to a large lobby display, a wave-effect machine can be rented (from a theatre supply house, or projector company), and used against a sea background, giving the effect of rolling waves. Illumination would necessarily be reduced, and perhaps confined to blue lighting for best effect.

Merchant tieups are numerous. Stores can feature a tropic weave, or cloth; or clothes; or bathing suits of a tropic design. Perfumes could be compared to the romantic breeze of the languorous south seas. Jewelers might feature pearls. Pet stores, with monkeys and tropic fish. An aquarium of tropic fish might be placed in lobby in advance, as center of a display, with an attendant to tell patrons about the fish (as many persons are interested in tropical fish). Florists can feature orchids as the loveliest flower of the tropics.

Music stores, broadcasting stations, orchestras, can feature south sea island music. Lingerie shop display can carry copy to the effect that if the tropic maidens in (attraction) wore 'em at all, they'd find "these" to be the best.

Newspaper might offer prizes for best suggested tropic cruises (perhaps travel agency would cooperate in making possible a tropic cruise as first prize).

Native music might be featured in lobby, or in front of theatre, perhaps also including grass-skirted dancing girls. (*See No.* 209 *and No.* 603.)

686. **MONTH'S TOP SHOW** . . . Outstanding attraction being designated as "The Month's Top Picture" . . . or other similar distinction suggested by the attraction . . . and campaign being built about this angle.

Window tieups can feature the "top" angle, possibly referring to merchant's line as "top buy" of the month. Merchandise tieups can also emphasize "The Tops" in their advertising copy.

"Top" copy should be carried in all advertising on the attraction, newspaper ads, trailers, stories, radio announcements, etc.

Orchestras can dedicate the month's "top tune" to theatre's "top attraction."

687. **CONGRATULATIONS** . . . For use in connection with an outstanding attraction, or production in which star's performance is especially notable, a dignified poster can be made up, perhaps after manner of a scroll, carrying copy to effect that signers wish to congratulate the star on his (or her) performance. Those who have witnessed attraction might be invited to add their signatures.

The display might be set up in prominent downtown location, perhaps in prominently located store, where attendant secures signatures. Or in theatre lobby.

Newspaper might use a photograph of a celebrity adding his signature to the scroll.

Or telegraph company can have an attendant to take the names of those who would like (for several cents) to have their names added to a special telegram of congratulation. The telegram being placed on display in window or lobby, made up in all length possible, before being sent.

688. **MOURNFUL AND HAPPY** . . . Street stunt for a comedy attraction can feature two men, who circulate about town during rush hours.

One of the men is pleasant-appearing, perhaps stout, and keeps laughing or smiling. He carries banner: "I'm Happy. I just saw (attraction)."

Other man must be sad, melancholy type, perhaps smaller, thinner, than his partner. He appears sorrowful, displeased. The sign he carries bears the words, "I Didn't." Men walk side by side, and must keep "in character."

689. REVIEWS . . . Theatre might capitalize on a newspaper critic's favorable review, by reproducing it, or most favorable part of it, as part of a newspaper ad. Or the review, with most favorable phrases underlined, can be photographically enlarged for front display. Dealing out an especially favorable phrase in praising attraction, the critic can be quoted in attraction sign, or marquee letters.

With an important screen attraction that is assured of favorable comment, perhaps a special screening of the attraction can be arranged for the reviewers, so that reviews might break in the newspapers before the opening of the attraction.

690. FIRE DEPARTMENT DELIVERING FILM . . . With a friendly fire department, arrangements might be made to have the film delivered to the theatre by a firetruck, with firemen handling the lettered can of film over to theatre.

Copy on film can, or on small banner which might be attached to truck, might feature "hot" copy . . . as: "Hot from the Studios . . .," "Entertainment News so Hot that Only the Fire Department could Handle It."

Perhaps newspaper will use photo of the film being handed to theatre manager.

691. SUMMERTIME SANTA CLAUS . . . Santa Claus, in the person of a man wearing complete Santa Claus costume, "arrives" in town in the middle of the summertime. Riding about town, Santa's car carries banners that say that he couldn't wait 'til December to bring (town) the greatest entertainment present in history. Or, after Christmas he can carry banner: "I'm sticking around to see (attraction)."

"Santa Claus in Summer" angle can be adapted to newspaper ads . . . using illustration of Santa Claus . . . and copy to the effect that the attraction is a Christmas present for (town) delivered in the middle of Summer.

692. TAXICABS . . . Imprinted paper strips can be attached to rear or side windows of taxicabs, facing out. Or, for benefit of cab passengers, imprinted cards, or paper strips; can be attached inside of cabs, perhaps to glass that separates the driver and passengers. Cards can carry lines: "Ride (company) cabs to (theatre) to see (attraction)." Parade of cabs can be arranged for opening day of

an attraction, the cabs carrying banners, or cards attached to bumpers.

693. THEATRE PARTIES . . . Perhaps theatre's attraction will appeal to some certain group or organization, and they might be interested in attending as a body.

Social and fraternal organizations can be contacted well in advance. Large corporations and stores, or employee's organizations, might be interested in arranging a theatre party for employees.

694. NEWSPAPER STORY . . . Frequently attractions carry a newspaper background or are based on the adventures of newspaper reporters and editors.

For these, perhaps a corner of the lobby can be turned into a city room, with city editor's desk . . . and with man wearing an eye-shade at the desk, typing out "news" . . . and accepting any news brought him. Sponsored by newspaper, one of the newspaper's staff might be assigned to cover the lobby, and might pick up many interesting stories.

Journalists can be invited to select, among themselves, by popular vote, the best news story, or the best bit of reporting to occur on the local paper during the year . . . with a prize or trophy (from star of theatre's attraction) for the winner. And with attendant newspaper stories.

Journalism classes of schools and colleges will naturally be interested, and should be contacted.

Newspaper can place copies of old editions, history-making editions, on display in their windows, with attraction panels. (See No. 739.)

695. LOVE LETTERS . . . Handwritten "love letter" prepared, which begins by paralleling story in theatre attraction, and at finish goes into outright attraction copy. Cut is made up; and printed, the "letters" are folded letter-style and inserted in envelopes, which are sealed.

In distribution they are left on counters, dropped on floor in stores and business places where they will be picked up and read.

Or, herald is made up to resemble folded note paper, with "love letter" printed on front page. Inner page carries ad on attraction.

696. MERCHANT'S ADS SLUGS . . . In connection with a special "day," a theatre opening, or an outstanding attraction which may draw persons from out of town to city, perhaps the different merchants will be willing to permit a small cut, which carries copy on theatre's attraction, to be placed in their newspaper ads. Photographs or illustrations (perhaps cuts or mats) from the attraction, each different, can be supplied the various cooperating business places for ad illustration.

697. WINDOW TAPPER . . . With bell removed from an electric door bell, the tapper can be placed against the glass of a window, to attract attention to a display within the window. Dry cell batteries keep the tapper going.

698. ANNOUNCEMENTS . . . Arrangements can be made to have announcements made at many places where crowds gather, using amplification system where they are equipped. Swim pools, ballrooms, athletic competitions, any special affairs that draw crowds.

Personal announcements from the stage of theatre about coming show will emphasize its importance.

699. TOAST . . . Guest tickets might be offered for best submitted "toasts" to star of theatre's attraction . . . via newspaper contest or radio program. Newspaper might picture a different star each day for several days, with "toasts" to be prepared for each one. Cleverness, appropriateness counting in determining winners.

700. GRADUATES . . . School graduations and commencement days suggest theatre parties, school nights, sorority and fraternity tieups, invitations to graduates, special school theatre parties.

Graduates might be invited as guests of theatre, or special price can be made them. Letters of congratulation should be sent graduates, calling their attention, incidentally, to attraction. With graduates attending on a designated night, perhaps school band will appear and play.

Large clock can be set up as center of a display, perhaps in a jeweler's window, with a name indicated at each minute around the clock. Where minute hand stops, indicated student will receive a special prize, perhaps a three months pass, and possibly a watch or other gift from jeweler. Tickets to see attraction (which receives display in window) might go to 20 names previous to one where hand stops.

If school's auditorium is not sufficiently large for graduation ceremonies, possibly the theatre might be rented, or loaned to school for morning exercises.

Perhaps arrangements can be made to have gold medal (named for star) presented to grammar school graduates having highest averages.

Graduate nurses, too, should be sent letters of congratulation on their graduation.

701. DOG RACE . . . Novel stunt for kids might be arranged by arranging for them to "enter" their pooches in a "race." At designated place and time, someone holds dog at starting line for each youngster . . . and from some short distance the kids whistle for their dogs, and they are released.

Where real whippet or greyhound races are featured, it will be possible, on an evening when large crowds are attracted, to "name" a race after theatre's attraction . . . as "(attraction or star) Trophy Race," with announcements over track's loud-speaking apparatus.

702. LATE SHOW . . . Midnight showing of an attraction might prove effective on an occasional attraction . . . especially the evening before a holiday. Perhaps a special stage or screen show can be arranged for a midnight show.

An outstanding screen attraction could be given a midnight showing a week or so in advance of regular opening date, with the attraction benefiting by consequent word-of-mouth advertising. Showing of the attraction should be preceded by a trailer, which announces opening dates, urges those seeing it to tell their friends about it.

Arrangements might be made to have buses or street cars or other transportation operate late cars to take care of those witnessing the show. Or a special car on certain lines. (This in event cars do not run all night.) Coffee might be served patrons. Street should be brightly lighted for the "Midnight Premier," and perhaps all the embellishments of a regular "Grand Opening" might be used (see 11).

Late showing of a mystery drama or thrill-show might be especially appropriate, billing it as a midnight thrill show. Could be made a society event, assuring (with the aid of society editor of the newspaper) a good attendance from the upper strata for the midnight showing. Paper might use pictures of celebs arriving, and pictures of debutantes pretending to appear frightened.

703. IMITATORS . . . Where star of an attraction is well-known by costume and appearance, and easily imitated, one or a group of imitators might travel about downtown streets. Resemblance should be as nearly perfect as possible. They might wear papier mache heads made up to resemble star.

Imitator, or a group of them, can distribute heralds; or they might participate in a parade. Group of them visiting newspaper office may rate a story. Imitator can serve as sidewalk barker during showing of attraction; might possibly appear at a luncheon club.

704. SIDEWALK PANELS . . . In some locations it might prove desirable to construct a panel, on the edge of the sidewalk in front of the theatre. Outlined in lights, and selling current attraction on outside, inner side of the panel (which patrons would see on leaving theatre) is devoted to a coming attraction. The display might be made only shoulder high.

Similarly, giant letters spelling out attraction title can be placed on edge of sidewalk. (See No. 94.)

705. **LAUGHED HIS HEAD OFF . . .** Man strolling about town, wearing costume that carries collar above the top of his head (collar and tie resting on top of his head, rest of the costume in proportion), giving effect of man having no head. (Shirt front is thin cloth through which he can see.) He carries a dummy head under his arm. Copy on his back reads: "I Laughed My Head Off At (attraction)."

706. **ATTORNEYS . . .** Since lawyers are always interested in an attraction that features a lawyer, their attention should be called to the showing of such attraction. Mailing letters to them, or calling on telephone might do the trick. Law students should also be contacted.

Perhaps, in connection with legal drama, it can be arranged to have some prominent lawyer, or group of lawyers, dispense gratis legal advice during showing of attraction . . . either appearing in theatre lobby, or the questions to be submitted to a cooperating newspaper. Tickets to be awarded daily to most interesting legal query received. (See 47, 349.)

Law school students might stage a "mock trial," as prologue to a trailer on a "court room" attraction.

707. **DEARTH'S LIGHT . . .** Jean Dearth's mysterious light extension cord will win attention for any window display. A short extension cord (twisted cord; and about three feet long), is equipped with complete fittings (attachment plug on one end, socket and small globe on the other). Extension is coiled, as center of display, on a small square of velvet; and though the extension is apparently in no way connected up, a globe in the socket is burning.

Operation is simplicity itself. Another twisted cord extension, which is connected with house current, extends under the velvet. An ordinary straight pin is forced through each cord of Dearth's extension, through the velvet, and into the two wires of the practical extension underneath. Heads of pins are camouflaged or covered by a coil of the wire, so they can't be seen. Contacts underneath taped.

708. **GIRL IN CAGE . . .** If appropriate, a novel lobby flash

would feature a cage, or replica of a large cage . . . interior of the "cage" being equipped with boudoir furniture (dressing table, mirrors), and with pretty girl in lounging pajamas occupying the "cage." Panels on the "cage" carry copy: "She's Dangerous! . . . . (and into copy on the attraction)," and "Beware! Do not feed or Annoy," and "Captured in the Wilds of Civilization." Girl pays no attention to those who stop to stare at her, devotes her entire attention to beautifying herself.

A cutout life-size figure of a girl might replace the girl when she isn't in the cage. Or, cutout might be used entirely instead of live girl.

709 DEPARTMENT STORES . . . In merchandising attractions, the cooperation of leading department stores is almost essential; such cooperation can prove of much mutual value. Department store executives and advertising directors can and generally do deal out an alert and high-powered brand of showmanship themselves. They're merchandisers and can appreciate a clever or mutually advantageous advertising idea.

Cooperation can embrace window displays, one or a series; storewide sales events which tieup with attraction title; special cooperative newspaper ads, using scenes from attraction as illustrations; radio program tieups; fashion tieups, perhaps using photographs of theatre's stars; tieups with their various departments.

Often an attraction will carry a number of national tieups, and the department store will be found to be the local dealer or distributor.

710. JEWELS . . . If jewels are important to attraction, display may be arranged for jeweler's window, featuring scenes from the attraction, together with display of gems. Star's favorite jewel might be the basis of the display, together with star's photograph.

Display of different kinds of stones in jeweler's window would win attention, perhaps together with rough material which the stones originally came from.

Perhaps duplicates or imitations of jewels worn in an attraction can be secured for display in jeweler's window. Studio may lend them; and even if imitation, they should be handled as very valuable, delivered to jeweler's by (bannered) armored car, perhaps with "guard" arranged to pace in front of window during time "jewels" are on display. Or, jeweler might secure reproductions of famous diamonds for display.

Plate of glass in lobby, spotlighted and part of display on attraction, might have patrons invited to write their names on it with their diamonds. Offer tickets to those inscribing their names, if there aren't too many takers.

711. SANDWICH MEN . . . This commonly used stunt can be made much more effective if the boards, which sandwich men carry, are made attractive and carefully lettered. (Boards are carried by means of straps over shoulders, one board facing front, one rear.) Variation is panel resting on shoulders, elevated above the head of the man carrying it.

Grouping of sandwich men can add to their effectiveness . . . six or eight of them traveling together. Men carrying panels can be costumed as suggested by attraction. No. 96 might be adapted.

Sandwich men, for an impressive effect, might wear papier mache "heads" (made to resemble star of attraction and fitting over sandwichman's head, resting on his shoulders). Occasionally available, the heads can otherwise be made up by school or college art class. Sandwich man might be equipped with a portable radio.

712. MODELING . . . Contest can be based on modeling, from wax, wood putty, or clay; or even soap, in tieup with soap distributor.

Objects modeled would be suggested by attraction, or might be heads of stars appearing in attraction, or modelers can be given free rein to model whatever they wish.

Tickets for best, and store might sponsor the idea.

713. TATTOO ARTIST . . . Lobby display panel carries offer to tattoo picture of star of coming attraction on patrons "without charge" . . . and as center of display on the attraction, house artist is set up, equipped with a small water-color air-brush and a small stencil in which outline of star's face has been cut, which can be applied to patrons' arms. Display might refer to the designing as "Modern Tattooing," calling artist "Professor (name)."

Or, arrangements may be made with a regular tattoo artist, if one is available, to set up in lobby, with any tattooing to be the real McCoy . . . though any applicants for the designing should definitely be over 21 years of age and made to understand that the designing is permanent.

714. DETECTIVES, MYSTERIES . . . Audience might be invited to attempt to "pick the killer" in a murder mystery.

Show might be stopped for a minute, just before murderer is revealed, and patrons invited to try to pick the guilty party. Trailer, with explanatory copy, might be cut in, possibly showing pictures of suspects or of clues.

Or, the stunt might be used only in connection with a special screening of the attraction, with newspaper critics, columnists, and local notables present. Perhaps Chief of Police, or Chief of Detectives might witness screening, and attempt to solve the "murder." (Chief might be advised in advance.)

A reverse angle is newspaper or radio contest, inviting those who have witnessed the picture (or play), to submit their suggestion as to which of the characters in the story *should have* done it instead of the one shown to be guilty in the picture; and why.

"Clues," or objects important to the plot of the story, can be adapted to display for lobby or window flash.

Cobweb effect can be added to front or lobby displays if suggested by the attraction . . . using silk cord, which might be gilded, gold metallics added. Cutout letters can be attached in the web.

"Mystery Club" might be formed, inviting patrons to "register," handing them membership cards (which are numbered, and to be compared with good-for-tickets numbers posted opening night at box office).

During the last few minutes and the ending of a mystery picture, patrons should be held instead of seating them. Newspaper ads include copy advising that no one will be seated during final ten minutes of attraction. Trailer be made up carrying similar copy, and attached at end of regular trailer on attraction.

Patrons can be requested not to reveal the ending of a mystery attraction, "that perfect enjoyment of their friends might not be spoiled." Newspaper ads, and trailer following or preceeding the showing of the attraction carry the copy.

715. BE A BEAUTY JUDGE . . . Novel feature for newspaper in connection with a girl show or musical would have newspaper carrying daily photographs of individual girls appearing in the attraction . . . with newspaper's readers invited to "be a beauty contest judge," to pick the winner.

Prize goes to person giving best ten-word reason for selection. If in connection with a stage show, some prize or honor might be arranged for the girl, too—perhaps a dinner in her honor at night spot or restaurant, or prizes from cooperating business places.

Stars of the attraction in connection with which the contest is arranged should be pictured, each together with one of the girl photographs . . . with the girl described as the star's selection.

716. INDICATED COLOR . . . Where a definite color is referred to in a title of an attraction, or important to theme or suggested by it, many tieups might be based on the color. Stores may feature merchandise of the specified color, with credit given attraction, in windows and ads—dresses, cloth, hats, gloves, shoes, hose, bathing suits, men's ties, etc.

Arrangements can be made with ice cream company to feature a special ice cream in the indicated color. Automobile dealer may be able to supply an automobile of the correct color for a street flash, properly bannered.

The color scheme of front and lobby displays would, of course, be based on the indicated color.

717. HOLD-TO-LIGHT . . . Having copy set up so that it might be divided directly down the center without touching any type, a proof is run off, and half of the ad (dividing down center) is sent to engraver for a *reversed* cut. Light card is then imprinted with the remaining half of the type set-up on one half, and the engraving is imprinted on the reverse side of the card (and on opposite side of the card), so that they match up, though on different sides of the card, and when held to light the complete message is visible (the reversed type becoming legible when read *through* the card).

Or same gag can be adapted to newspaper ad, buying space on reverse side of page so that, held to light, the imprint on the second page shows through and connects up with copy in the ad. Title of attraction might be printed on the second page, or an illustration might be used.

718. BEST WIRE TO STAR . . . Newspaper invites readers to send in their suggestions for a 50-word, or less, telegram to be sent star, congratulating him on new attraction. Best wire submitted to be sent to star, and prize to go to writer. Additionally, arrangements might be made with star or studio, to have star "answer" the wire, sending the winner a personal letter or telegram.

719. BEST TOWN . . . Newspaper or radio can announce star of attraction as interested in finding the "best town" in the country . . . and inviting readers to tell in 50 words or less, just why they believe the home town is "the best town in which to live." Assured of favorable response, the contest would be illustrated with photographs from attraction or of star. Winning essay should be reproduced by newspaper. Imaginary conversation between star and editor or secretary of Chamber of Commerce may be made into a feature story.

720. ELECTRIC EYE . . . Photo-electric cell animation can be adapted to many displays for lobby or windows or elsewhere, breaking of a beam of light (by person walking through it), causing the display to become animated, starting mechanism of animated display.

Photo-electric cell can be harnessed to many novel displays.

Games of skill employing the electric eye, as the photo-electric cell rifle (a beam of light serving as a bullet), might have tickets to see theatre's attraction going to those making best scores.

721. PUZZLE STORIES . . . Basis for a contest for newspaper or radio, and adapted to the attraction, the correct solutions to a series of puzzle stories win tickets, or the puzzle stories might be offered merely as an interesting feature.

Several stories: *Woman reports her husband (or lover) as having died.* Explains that he suffered from a weak heart . . . that he dozed, was dreaming (something shocking that might be suggested by attraction or its locale), and that he was so shocked that his heart couldn't stand the strain, and he died without awakening. Police officers immediately took her into custody for murder. Why? (Answer: She couldn't possible have known what he was dreaming, since he died without awakening).

Ancient relic, represented as dating back thousands of years, is offered for sale. As proof of its age, person offering it for sale calls attention to engraving on marble base (or bronze), "Made for (some Roman or Chinese name)," 212 B.C. However, person to whom the relic was being sold knew immediately that relic (vase or statuette) was not as old as represented. How? (Age representation was obviously fraudulent, since being before Christ, it was, of course, not possible to date things before his birth).

Locking bathroom door, preparing to bathe (name) broke lock, being unable to then open the door which was airtight. Water was running in bathtub, and (name) tried to turn it off, and faucet broke so that it was impossible to turn off water. No windows in bathroom, door airtight, impossible to turn off water which was rising constantly . . . how did (name) keep from drowning? (Simple. Just pulled the plug in bathtub.)

Man has a seven gallon pail and a three gallon pail. He must place five gallons of a liquid into the seven gallon pail. Having no measures, how is he to accurately put exactly five gallons into the seven gallon container? (He fills the three gallon container twice, emptying into the seven gallon container. Filling the three gallon container a third time, he pours enough into the seven gallon container to fill it—only a gallon, to complete the seven gallons; this leaving two gallons in the three-gallon container. Then emptying the seven gallon container, he pours the two gallons which remain in the three gallon container into the seven gallon pail; then fills the three gallon pail again, adding it to the two gallons. Total, five gallons).

Man claims that money was stolen. Tells police that he remembers placing the money between pages 45 *and* 46 in a book. Police take into custody for taking money himself. Why? (Pages 45 and 46 would be the two sides of a single sheet. Could be between 46 and 47, but not where odd number is first).

722. MISSING . . . Where story features a person who disappears for any reason, or is "missing," newspaper teaser ads might announce him as missing (using character name from story) . . . tieing in several days later with ads on attraction. Teaser ads might be headed: "Girl Missing," or "(name) Missing."

Comedy classified gag would have classified ad asking for whereabouts of "Brother," "just arrived from Scotland," and missing, and that when last seen he was following a small mole on a big blonde. Adding that he left home with a clean shirt and a five dollar bill and has probably changed neither. Next day, classified ad carries "reply" from "brother," advising that he is Not Missing—that is, that he is not missing a single performance of (attraction) at (theatre). That he'll be home as soon as the attraction ends its engagement.

723. HOW TO BE POPULAR . . . Folder herald carries copy on front cover: "How to Be Popular . . . in one easy lesson . . ." Inside folder is imprinted: "Take your girl to see (and into attraction copy)."

724. POSE . . . Using life-size cutout, a tieup might be made with a photographer, inviting patrons to "pose with (star)." Attendant, equipped with camera, might snap their pictures. Tickets to be offered to those selected for display in photographer's window; or in lobby; or for most comical or most attractive. Panel near the figure carries copy on attraction.

725. PICK-UP BROADCAST . . . Where some important broadcast, of interest to everyone, is scheduled and apt to keep many people away from theatre and close to their radios, theatre should arrange to have radios installed in lounges, rest-rooms, so that the broadcast can be heard by patrons . . . announcing this service in newspapers and over radio. If sufficiently important, and not too lengthy, perhaps theatre's program might be halted, and the broadcast tuned in as a scheduled feature with all patrons listening to it.

726. **INEBRIATED** . . . Comedy herald, especially for use where attraction features drinking or intoxication . . . made up note style, as though typed out on a typewriter:

"Just a note to tell you about a swell show I saw last night. Just a minute, first, while I pour myself a drink of brandy. There . . . That's better, Little drink of bradney never hurt anbdy. Servves as inspirationtion instead. I'Ll just habe anogher one. OKay. Noe aboyt the showw I asw. Itys a verrye fime shoe. Sad nothr drnk. Now ziwas sying, evun if youu hvae to misss a drnik, don't mis seeing (attraction copy)."

727. **SPORT PAGE** . . . Is a great spot for an ad on feature dealing with any kind of sports—football, baseball, swimming Or even if the attraction is minus a sports angle, a sport page tieup might be arranged advantageously. Close cooperation with sports editor can prove very valuable.

Tieing up with newspaper sport page, all important games to be played on a specified date can be listed, with readers invited to attempt to correctly name the winners and scores. Lists to be submitted in advance of games, and tickets to go to those most nearly correct. During football season the stunt can be made a weekly event. Idea might be adapted to radio-sponsored sports program, perhaps including it in their time.

728. **SCORE CARDS AND SCHEDULE CARDS** . . . For baseball or football games, or for scores at golf links: can be imprinted and supplied, with theatre ad on same.

Baseball and football year's schedule cards, carrying theatre institutional copy or copy on an important coming attraction, can be distributed in advance of opening of season.

Space for scores, and schedules might be printed on blank side of usual exchange herald. Similarly they may be used for railroad, bus trolley time-tables.

729. **CROWDS** . . . Full value from ballyhoos can best be obtained, of course, by sending them to places where crowds of people are certain to see them, downtown streets, ball games, crowded beaches, etc. Where some scheduled event is sure to draw a large gathering, arrangements might be made to place a large banner somewhere nearby where it will be seen by every person attending. Or heralds can be distributed, or it might be possible to have announcements made.

730. ROARING KITTEN . . . Loud roars, such as a lion would make, emanate from a cage, for lobby or front flash, in which an ordinary house cat is enclosed. Roar is effected through recording of jungle roar, or lion roar (generally obtainable from broadcasting stations), sending it through amplification system, with speaker concealed behind the cage (*or see* 168). Lettering on cage says: "You'd Roar, too, if you couldn't go see (attraction);" or, "You'll Roar, too,—with laughter, when you see (attraction)."

731. STREET CORNERS . . . Busy downtown street corners afford a great spot for advertising. Cards might be attached to poles, or to trash-cans. Side of building may offer prominent location for a banner. Perhaps displays can be placed in windows of stores or business places located on prominent corners. Check.

732. ANIMAL CRACKERS . . . Ordinary animal crackers can be distributed in connection with attraction that is based on circus, animal or jungle story. Might be inserted in imprinted glassine sacks, or small envelopes, which carry copy on the attraction.

For display purposes, where animal angle is emphasized, animal crackers can be coated with silver paint . . . the backs shellaced, then glued to display panels. They will appear to be miniature metal animal figures.

733. SKIP WORDS . . . Message about attraction (which might be designed after fashion of regular movie "columns") is carried, but with many words missing (being filled in with underline and blank space). Tickets are offered to first so-many correctly filling in the skipped or missing words. Used as a newspaper feature, the paper subsequently carries the completed message. Missing words could be scattered through classified ads.

734. MODEL HOME . . . Small model of the house or building where action in story takes place may be constructed by art department, or by manual training department of school, and would win attention in theatre lobby or a window surrounded by display material on the attraction.

Elaborate give-away, which could be worked out with cooperation of leading stores and business places, would be a model home—a real house and furnishings. Built under newspaper sponsorship, the cost would be shared by cooperating stores who also furnish it. On display for weeks in advance, the "home" campaign would extend over a period of months . . . the cooperating business places giving a ticket on the home with every purchase; drawing to be held at theatre. Newspaper might assume sponsorship and initiative in working out details. Real estate company interested in directing attention toward a certain section would supply the lot.

Where newspaper builds a model home as a promotional proposition, without theatre tiein, newspaper may permit theatre to place framed and lettered stills of stars of coming attraction inside the house. With hundreds of persons looking the house over, they would prove well worthwhile.

735. AIR BATTLE . . . For an aviation story, especially a war-time aviation story. An "aerial attack on (city) and battle in the clouds" is announced, including mention of an exhibition of stunt flying . . . in honor of the showing in (city) of (attraction). Several planes, two or more, might go through various maneuvers at the specified time, engaging in a "dog-fight," above airport, or near city (if river flows near city, above the river). One plane might tow a banner which carries attraction title, not engaging in the maneuvers. During aerial "attack," noise-makers, fireworks, etc., might be exploded on the ground. The "battle" might end with one of the planes giving an exhibition of smoke writing, or merely leaving a trail of smoke. One of the planes can drop a number of small parachutes in merchant tieup. (See No. 201.) Planes should tour city before the exhibition flying. Siren might be added to the equipment of one plane. Possibly flying service at the airport might present the air-show in exchange for display in theatre lobby . . . perhaps having a representative, in flying togs, on hand to hand out printed folders.

736. REVERSED TITLE . . . Small panel, at eye-level, placed in location where persons will generally be facing it (as at entrance to elevator), carries copy in reverse lettering. Smaller straight lettering carries message: "To read this, look over your shoulder." And on looking, they see a mirror, which reflects and makes legible the reversed copy (which is, of course, about theatre's attraction).

737. SIDEWALK ROAD MAP . . . Couple, comedy "rubes," or girls, spread out giant "road map" on sidewalk (several maps attached together, folded closely). Final fold, a large one, reveals copy: "We're looking for (theatre). We want to see (attraction.)" After use, map is refolded, and stunt repeated.

738. INVITATION SCREENING . . . Here's one for a show that audiences will definitely like, but a show that may be a little light in ordinary box office appeal. Invitations to witness special advance showing of the attraction (a week or so in advance), are distributed carefully about town, one being placed in each store or large office or factory or business place, or even classrooms in high schools or colleges (with number of invitations distributed not to exceed house capacity). Those fortunate enough to be the recipient of one of the invitations will naturally be inclined to tell all their friends and fellow employees about the attraction, beginning a tremendous amount of advance word-of-mouth advertising. The screening might be held after last showing of regular attraction on a designated night, or Sunday before opening, or at any satisfactory available time. Invitations should be signed.

739. NEWSPAPER HEADLINES . . . In connection with newspaper story, front pages of different newspapers, with large headlines, can be used for front panel backgrounds, and lobby displays. Imprinted paper strip, headline size, can read: "The Big News of the Year," and might be pasted over many of the heads on the papers used; or, "Headline" in red or other color, might be stenciled, directly across the attached newspapers.

Where an attraction is topical, and follows closely on the heels of a similar real-life occurrence, use of newspapers with headlines on similar subject, make an effective lobby flash.

Newspaper contest can have readers jumble or mix-up headlines from various stories in the paper, to obtain a humorous effect, the headlines, clipped from paper are reassembled in humorous style (they might be cut into individual words). In connection with a comedy attraction, the jumbled headlines are supposed to be arranged "as (star of attraction) might arrange them."

740. SILHOUETTE-CUTTER . . . In lobby in advance of. Silhouette-cutter might perform in theatre lobby in advance of attraction, offering to cut silhouettes of patrons. Outlining profile of patron in black paper, the silhouette is then pasted to a card which carries space for the silhouette and imprinted ad on theatre's coming attraction . . . an ad that will be carried away by patrons and shown to friends.

741. REPRODUCE SCENE . . . Important or typical scene from attraction might be reproduced, for display purposes, for window or lobby display. Done in miniature, or in full life-size, depending on available display space. Dolls or dummies can be used for characters portrayed in the attraction. Copy on the attraction included in the scene.

742. WHAT TO DO . . . Contest for newspaper or radio can outline experience of star of attraction in a certain point in story, asking contestants: "What would you do?" in similar circumstances.

743. MEMO TO BOSS . . . Herald for distribution to offices be headed: "Memo to the Boss," and then in smaller type: "Ask your Secretary to read this for you." Message on attraction in shorthand follows. Shorthand "message" must be written out, with cut made up for printing.

Or imprinted memo sheet carries copy: "Dear Boss: Confidentially, I'd like to get off a little early today, as I want to see (attraction and theatre)." Space is underlined for signing. Copy at bottom of the sheet suggests to secretaries and stenographers that they sign and submit the memo to the boss, as the show is swell entertainment, and they will surely want to see it.

744. DON'T DISTURB . . . Cards made after style of hotel "Do Not Disturb" cards . . . imprinting with copy: "Do Not Disturb . . . I'm resting up so I can stand the thrills (or laughs) in (attraction)." Attached to hotel doors and used for distribution.

745. YOUNG AND BEAUTIFUL . . . Emphasizing youth and beauty of star or girls, tieups can be made for cooperative newspaper ads and window displays with beauty shops, druggists, clothing stores, jewelers, and on automobile, silk hose, pajamas, lingerie, millinery. Bakeries and dairies will go along for a cooperative ad on the health angle. Distributors of household labor-saving devices will cooperate on the "Keep young and beautiful" angle.

Beauty parade might be featured in the window of a cooperating department store, with young and attractive girls modeling dresses, bathing suits or lingerie.

746. ARTS AND CRAFTS, HOBBIES . . . Displays of arts and crafts, articles manufactured locally by technical schools, can be arranged for theatre lobby or mezzanine, possibly with newspaper sponsorship, interesting students and parents alike (See No. 91.)

Hobby show would draw interested attention, with collections of various kinds secured for display (under lock and key, in showcases), with persons owning collections present to explain them.

747. BAD WEATHER . . . Running into a period when inclement weather conditions can be expected (check with weather department), tieups might be worked out that will encourage patrons to come out despite the weather.

Stores can feature special values with cooperative ads urging shoppers to ignore the weather. Street car company (or other transportation line), might agree to take patrons back home free at certain times on certain day; possibly with transfer obtained when going downtown, and stamped at theatre serving as a return ticket.

Theatre trailer and merchants' ads suggesting "the safe street car way" in bad weather might repay the street car company.

Storage garage should make special rates, also delivering cars to theatre. Radio appeals might be made.

During heavy snow fall, usher equipped with whiskbroom should brush the snow from entering patrons. Snow also brushed from shoes of patrons; and galoshes checked (an efficient system uses numbered spring clothespin, with tag bearing corresponding number. Clothespin is clamped on galoshes, tag handed patron. When not in use, tag is held by clothespin).

748. RETURN SHOWING . . . Ballots might be handed patrons, asking them if they would like to have another opportunity of seeing one of the year's top attractions. Large paneled "Request for Return Showing" might be made up, with spaces provided for patrons to sign. Photograph of local celeb or stage star signing the panel might be good for newspaper space.

Occasionally it occurs that a previously played picture ties in with a subsequent headline news-break, and might be brought back profitably.

749. DEFINITIONS . . . Comedy definitions of words or phrases in story, or of title, can be made a contest basis. Illustrated with photograph of star and his suggestion for a comedy definition.

750. NAME IT . . . Newspaper, reproducing scenes from attraction, pictures stars with a number of articles which readers are asked to name (a different photo with a different thing to be named each day), a dog that she is seeking a name for; or star is singing a song "which needs a title;" or other subjects pictured in available illustrations.

751. KEYHOLE . . . Novelty herald has die-cut opening in front of folder in shape of keyhole, and carries imprint: "Through the Keyhole," scene from attraction being imprinted on inner page and part of it showing through opening. Opening the herald, the full illustration is revealed, together with copy.

Shadow-boxed panel for window or lobby, might feature opening in shape of keyhole, through which display is visible.

752. IN CHARACTER . . . Arrangements might be made to have newspaper critics or local celebs photographed in scene similar to one in attraction, or in pose suggested by attraction title. Or, with their permission, superimposing photo of critic on figure in still scene from attraction.

Intended for newspaper reproduction, the photograph, or an enlargement, can also be used for lobby flash (perhaps adding critic's review on the attraction).

Or, whiskers might be painted on faces of photos of motion picture critics for a newspaper ad or lobby flash (with their permission). Artist can air-brush long whiskers, carrying copy: "(Names) will have whiskers this long before they see another show as great as this one."

753. TOURISTS . . . Billboards at city limits might invite motorists to stop over, to spend a night in a pleasant city offering fine hotels, fine food . . . and finest in entertainment at (theatre). Space provided for poster on current attractions. Hotel and restaurant might share the expense.

Filling stations, hotels, restaurants, and tourist camps can hand each of their tourist-patrons an imprinted herald which invites them to relax a while and see (attraction and theatre). Emphasize "come as you are."

754. WALTZING MICE . . . Pet store can supply or secure a number of waltzing mice—mice that chase their tails, travel in circles . . . and they will draw attention to a window display. Panel might call them "(star's) Waltzing Mice."

Ordinary white mice will win some attention, especially if a spin-wheel upon which they might run is included in their section of the display.

755. UPRIGHT BANNER . . . "Streamer" for front, banner extending from the roof of theatre, or top of upright sign, to the marquee. Banner might parallel (on outer edge) the upright sign from top to bottom, being attached at top to an arm or beam extending from top of electric sign. Banner lettered both sides, or two lettered banners, placed together back-to-back, so banner can be read from either direction. Guide wires should carry down sides of banner, through gromets in banner edges, from top to bottom, holding banner securely.

An animated version of the upright banner is a four-sided revolving affair. Four upright streamer banners are arranged in box formation, attached to small square frame (width of banners) at top and at bottom. Top is swiveled so that it can revolve freely. Banners (facing four ways) are made to revolve by use of slowly turning motor (situated at bottom of banner) which turns a connecting wire which goes through a small hole in the lower frame and up through center of the banners display, connecting with center of the top frame. Each of the four banners might carry a different star name, or different copy suggested by the attraction. Banners to be width of sign cloth, and any height desired. Guide wires are unnecessary. Might be effectively spotlighted at night.

756. **DOOR** . . . Regular door, or a reproduction of one, can be used as center of a display, with patrons invited to "open this door;" illuminated display on attraction coming into view when they do.

Copy on panel invites patron to ring "doorbell," which animates the top panel of the door, so that blown-up scene from attraction comes into view through unopaqued mirror section (lights flashed behind). Or, silhouette might show against a panel of ground glass.

757. **TELEPHONE BOOKS** . . . Novel lobby display features several pages from telephone book (changed daily) on which a number of names have been selected at random and circled . . . those identifying their numbers getting tickets. Or pages are placed in window as center of display on attraction.

Telephone company may permit heralds to be distributed with the new telephone books when they are put into circulation.

758. **BARBER SHOP CEILINGS** . . . Offer an unusual spot for effective displays . . . where barber shop patrons can read the ad when tilted back in the barber's chair. Novelty of the spot selected for the display, too, will cause some additional talk. Light display or lithograph should be attached very securely to the ceiling.

759. **FRUIT STANDS** . . . Generally strategically located, fruit stands offer, as a rule, excellent spots for display panels or cards. Imprinted tissue paper can be supplied fruit stands which is used for wrapping oranges, apples, etc. Or imprinted paper sacks might be supplied; imprinted aprons might be supplied the proprietor.

760. **PAPIER MACHE** . . . Art school or art department of technical school can supply name of person adept in constructing figures from papier mache.

Or theatre art shop might construct desired figures. First step in construction of papier mache figures is modeling of the desired figure in clay (brick company would have the clay). After finishing the figure, it is shellaced immediately with orange shellac. After the shellac dries, apply steric acid (from paint or art supply shop or druggist), or grease (applied thin). For a half-mask that can be lifted straight off, no tin-lines are required, but for a three-dimensional figure (as a complete head), tin-lines must be next placed in the clay so that the casting may be divided and may be removed (tin-lines are made up of short, thin pieces of tin which are inserted in a line, making a break in the casting). After tin-lines have been put in, and steric acid has been applied, the making of the casting begins—using number one modeling plaster. First a thin coat of it is applied to the model (filling cracks and crevices), then after it sets for a few minutes, another coat is applied; when it is almost hardened, excelsior is mixed with plaster and applied, and after bracing properly, the casting is removed from the model. Then for the papier mache. Inside of the casting, or mold, is shellaced and steric acid applied. And then the paper is applied—in thin strips, using tissue paper for the first several coats. After about eight coats of paper (wall paper will prove effective), the papier mache is left to dry evenly and slowly. After removing the papier mache from the casting, all edges are trimmed and fastened together. Figure is then sanded down and painted. (*See Special Page, Picture Section.*)

Figure of star of attraction might be used in many ways. Front panels can feature figures or heads of star (perhaps a caricature of a comedy star); they might be made a half figure attached directly against a display panel . . . effective in lobby or as part of front display. Small animated bodies can be attached beneath the larger papier mache heads. Gigantic papier mache figure of star might be used.

Head like that of star can be made up sufficiently big to slip over a man's head . . . the man wearing it on streets, at games, dances, and at "grand opening" of the attraction at theatre.

Papier mache head of star can be used as center of a lobby or front display, with two-way amplification hook-up concealed in the head making it possible for questions asked the display to be answered (by a hidden operator at other end of the hook-up).

761. TRAVELING STUDIO . . . Float equipped with microphone and made to resemble a broadcasting studio, and carrying along entertainers, singers, dancers. Broadcasting station to pick up the "traveling studio" from a number of points about town . . . through wire connections at various points; or short wave might possibly be used.

Stopping at various points (where crowds will be attracted), entertainers on the truck go through a song-dance-music routine. And the entire program is broadcast over cooperating station.

Calling it the "(name of attraction) Traveling Studio," radio announcements and newspaper stories announce in advance the appearance of the "studio" on the streets.

Announcer can interview pedestrians, too, as a feature of the broadcast, talking about star or attraction. Truck might be used as a broadcast point for games or important events.

762. GUARD FOR FILM . . . A special guard arranged for the film (for newspaper photographs). Police may cooperate, or cadets, or National Guards; or, perhaps a couple of good looking girls in attractive costumes as "guards."

Guard might escort the print to theatre for its initial showing.

Or, armored money truck, such as banks use for delivering money may deliver the film to theatre on opening day . . . armed guards standing by while film is taken into theatre. Banner might be carried on truck, or merely can of film lettered with attraction title.

763. WHAT WAS HERE? . . . Picturing a present-day scene about town, an important business place, newspaper asks question: "What was here before this building?" with tickets to see theatre's attraction going to best descriptions of the scene previously.

Newspaper might feature a series of ads, with stores reproducing a picture of the present fronts of their business places . . . with guest tickets to theatre offered for best letters describing the scene previous to their occupying it . . . and with portion of space devoted to theatre's attraction.

Used in connection with an up-to-date store, emphasizing that it is as up-to-date as modern business places. Or, with attraction that dates back, permitting the stunt to lend emphasis to that angle.

764. WESTERN . . . Cowboy stories suggest horses and big hats; and a window display of Stetson hats should be a "natural." Manufacturer may even supply the cooperating merchant with a number of the ten-gallon hats for display purposes.

Group of "cowboys," on horseback, can "deliver" film to theatre on opening day, carrying lettered pennants. "Cowboys" or "cowgirls," on horseback, can ride about city, carrying flag on which attraction title has been lettered. Or, banner can be attached to saddles.

Kids dressed as cowboys on opening matinee, or on special morning matinee, might be admitted gratis . . . perhaps with cooperation of newspaper; kids parading from newspaper office to theatre. Prize might be offered kid with best Western costume.

Display in lobby, or prominent window, of cowboy regalia arranged. Old muskets, and six-shooters, Indian relics.

Trick roper might be available, and costumed as cowboy, staging exhibitions in front of theatre, and about town . . . displaying banner at conclusion of his routine. He can teach roping tricks to kids.

Patrons can be invited to lasso cutout figure of a cowboy (or other figure as suggested by the attraction), that is part of a display in the lobby. Cutout display of cowboy might be animated, with arm pivoted and arranged to revolve. Short length of real rope, arranged lasso style, is attached to the hand; stiffened throughout its length with wire, the rope appears to twirl as the hand is animated.

Horseshoe nails can be attached to card (for distribution) by inserting the nail in two parallel slits die-cut in the card. Card imprinted: "A (star) Lucky Horseshoe Nail. To make your Good Fortune Complete . . . see (attraction)."

Actual horseshoes might be gilded or polished, and with card attached, sent to movie critics and local prominents. Card calls them "(attraction) Good Luck Horseshoes."

Old-time covered wagon, or stage coach, might be secured, bannered and sent about streets. Couple of good looking girls might ride along, handing out heralds. "Indians," on horseback, might ride with the coach.

Radio station should dedicate program of Western songs to attraction. Western songs contest might be staged. A singing cowboy can appear in lobby or out front; or atop canopy (using amplification).

Newspaper columnist can cooperate in seeking out (in advance) old-time Westerners or cowboys.

Dude Ranch Party might be promoted for opening night, with invited patrons coming dressed in Western costumes. Prizes announced for best.

Essay contest for schools might be based on a comparison of the Old West and that of today or upon some subject that the attraction suggests.

Riding habits, scarfs, can be featured by a ladies' store. Boots, rifles, saddles, camping equipment, can be used in window displays. "Western" handkerchiefs might be secured in quantity cheaply enough to be given away, with imprinted sticker attached.

Travel bureaus, railroads, bus lines, airlines, should go along for window displays, featuring Western scenes.

Title of attraction, out front, might be outlined by using a lariat, spelling out the title with the rope (which is attached to the front panels). Or, of course, painted rope can be used.

Stencil, for sidewalk or street, might be made up to duplicate horse's hoofs . . . with copy on attraction. Trail leads to theatre.

Auto dealer might buy newspaper space which uses an illustration from the attraction or cut of the star, carrying copy to the effect that cowboys today prefer to "ride the range" in one of their new cars.

(See Nos. 603, 891, 926, 983, 986.)

765. OUR PRESS-AGENT . . . Display in lobby features a desk, equipped with typewriter and desk light. Dummy is obtained from clothing house, and placed in seated position at desk. Red wig might be added for a comical touch. Display panel carries copy: "This is Our Press-Agent. He's just seen (attraction) . . . And the Laughter Left Him Speechless, the Thrills Still Have Him Spellbound. But when he Snaps Out of It, there won't be Enough Adjectives in his Book to Describe the Sensations, Thrills, Laughs, Surprises and Romance in (attraction copy)."

766. MUMMY . . . For Egyptian story (or possibly adaptable to campaign on other attraction), a "mummy" can be constructed by securing an old department store dummy . . . or even using some old clothes stuffed with cotton to resemble the form of a man, with a head, modeled from clay or papier mache, added . . . the figure then being wrapped with gauze, shellaced, then tinted a light green. "Mummy" is placed under a green light, perhaps in a "mummy case." Attendant, costumed as an Egyptian, hands out heralds.

By using a two-way amplification hook-up, placing speaker inside the dummy, and a microphone (with an attendant and a similar set-up hidden from view at other end), the "mummy" can be made to "answer questions."

Live girl might be used for "mummy" display draped in gauze except for her face, which is made up with green make-up. Flooded with green spotlight, she holds pose until she is the center of attention, then slowly "comes to life." Display panel carries copy: "Even a Mummy would come to Life to see (attraction)."

767. EASIEST JOB . . . Star says that easiest job was his appearance in (attraction) opposite (feminine star). Upon this, contest (illustrated for newspapers with scenes from attraction), invites readers (or radio listeners), to submit comedy suggestions for easiest job imaginable. Star suggests such answers as: "Shade Tree Sitter Underer," "Lip-Stick Tester," "Snake Catcher in Ireland," "Century Plant Bloom Trimmer," etc.

768. FAMILY . . . Appeal should be made to entire family in connection with an especially commendable attraction. P.-T.A. endorsement will aid, calling it "recommended entertainment for the entire family."

In other than week-stand situations, an attempt might be made to book such an attraction on a certain day each week, establishing that night (an "off night") as "Family Night,"

Family Night might be based on price, too—making a special admission price for the entire family, no matter how large (as long as they have evidence that all are members of one family). Prize might be offered largest family.

A "family" might be used for a street stunt, loading a dozen kids into an old automobile, which "breaks down" in prominent locations. "Father" gets out to fix car, and when attention is attracted, unrolls banner, lettered: "I'm taking the whole family to see (attraction)."

769. PERFUME . . . Cooperating druggist can secure small bottles of perfume, samples . . . which theatre distributes in small envelopes, imprinted: "Romance as fresh and fragrant as (perfume) (and attraction)." Bottles of perfume distributed at special matinee . . . with store incorporating copy on event and theatre attraction in store's ad.

Or, card placed on perfume counter of drug store, which carries copy: "Romance . . . as sweet as fine perfume . . . (and into attraction copy)."

Perfume has been used to add "atmosphere" to a particular scene that pictured flowers in great abundance . . . the fragrance of perfume being drawn into the house at the desired moment through the ventilating fans.

770. MAGNET . . . A ball bearing rolling around the edge of a small circular panel will draw attention for a lobby or window display. Can be arranged by use of electrically driven phonograph turntable to the edge of which a magneto magnet has been attached, *under the circular panel.* Panel should be of thinnest wood, or painted glass, and perfectly level.

Small figures, perhaps cutout figures of dancers, can be made to dance about. Metal base (metal washer will do) is attached; and several magnets at various positions are attached to turntable beneath painted glass on which the figures are placed. A bicycle wheel, motor-driven, and with the magnets attached, might be used. In turning, the magnets cause the figures to hop about.

Or, magnet can be attached to a pivoted arm which describes an arc, then returning, behind a mirror background, causing a ball bearing to appear to be bouncing continuously. Or magnet might be made to move up and down (horizontally).

771. STAGE NAME . . . Newspaper features photographs of stars or girls in show, asking readers to submit suggested stage names, with tickets for best, cleverest. In connection with a stage show, newspaper might use photograph of girls checking through the entries.

772. **MAGAZINES IN OFFICES** . . . Back numbers of magazines secured and a herald attached as a cover, or to the cover, then placed in waiting rooms and doctors' offices, barber shops.

773. **HOT STUFF** . . . Heat (temperature or emotional) can be indicated by use of red floodlights in illuminating front of theatre (though not in warm weather). Lights under canopy replaced with red.

Giant letters might be constructed from pine wood, and placed on beach, or other place where they will be seen and where they can safely be set aflame for a nighttime flash.

Thermometer as part of a panel can carry copy: "This is the temperature now, but watch it rise when (star) comes to town in (attraction)."

774. **HOUR GLASS** . . . Displayed in jeweler's window, it is kept in operation, with display card carrying copy: "Time Flies! And it will be only (number) days until you can see (attraction)." Numbers (for numbers of days) are changed each day as the attraction approaches. Jeweler would tie in watch and timepiece displays.

Novel use for small hour glasses, would have doll heads attached, plus arms, and made to resemble dolls. Attached card advises number days, hours, minutes until attraction arrives, and they are delivered to newspaper critics and reviewers well in advance.

775. **WRITE STORY** . . . "Inspired" by theatre's attraction, newspaper staff might agree to collaborate, writing a story similar to that of attraction, or suggested by it, each newspaper writer or reporter to write one chapter. Paper prints the story, mentioning attraction as inspiration.

Or newspaper readers can be invited to collaborate on a story . . . asking contestants to submit a suggested first chapter, publishing winner, then asking readers to write a concluding chapter.

776. **LUGGAGE, BAGGAGE** . . . A "natural" for travel pictures, of course, is a luggage tieup. Either for a window display or maybe the store will go along for an ad, using star photographs showing luggage and star.

Trunks can be adapted to a sidewalk flash . . . the trunks being placed on sidewalk in front of theatre (perhaps on a baggage truck), or in lobby. And placard or banner announces "the arrival of a new star;" or carries copy: "(star) arrives in town! (and copy on attraction)."

777. SAND ARTIST . . . Where crowds are attracted to beaches, a sand artist might model figure of star of attraction, also lettering attraction title in sand. Sand artist, who is already making appearances, can include the design in his routine. Sand artist can work in a sand-box in lobby or on sidewalk in front of theatre.

778. RADIO DEALERS . . . Stores selling radios should be especially willing to cooperate with window displays, ads, where attraction deals with broadcasting, or star is radio favorite, or song hits can be introduced.

Display on attraction may be used as center of window displays. As, life-size cutout figure of star, at radio "listening." Newspaper ads might be illustrated with picture of star.

"Smallest radio" would make an attention-getter for radio store window or lobby . . . with copy on attraction tied in.

779. MORGUE . . . A live "morgue" (paradoxically speaking) can prove an excellent theatre aid (a file of show-selling aids for later reference). Ad ideas, clipped from outside newspapers and trade papers should be filed away for later reference (a deal can be made with newsstands whereby a couple of passes might be exchanged for unsold "foreign" newspapers). Stills that may possibly be later used can be put away, with due regard for easy reference, in the "morgue." Similarly, especially valuable ad-mats or engravings, accounts of stunts, tieups and gags that might be later used.

Also illustrations from magazines, press-books, papers that may have value at some time for theatre artist, in designing lobby displays or drawing up ad designs. Illustrations of front and lobby displays, from trade papers and other sources, should be placed on file and will prove invaluable when a hurry-up idea is needed.

780. ELECTRIC COMPANY . . . Light and power company might permit an imprinted insert to be included with the light bills mailed out. Or, illustrating an electric company newspaper ad, a night time photograph of the front of theatre may be used (with current attraction billing visible in the picture). Electric companies will generally cooperate, too, with window displays and in other ways. (*Check Lighting and Electricity Classifications.*)

With light company cooperation, and perhaps including oculists, a "Better Vision Exhibit" can be arranged for theatre lobby. New eye-saving methods of illumination are shown. Patrons might be invited to have their eyes tested. Light company and any cooperating optometrists should buy newspaper ads, with enough of space devoted to theatre's attraction to justify the display.

781. LAUGH PHOTOS . . . Photographer sets his camera up in front of theatre on opening day, copy on panel explaining that he is offering a pair of guest tickets for best laugh pictures. As patrons exit from theatre, photographer snaps a number of people, prominents if possible, in wide-open laugh poses.

Photographs are placed on display in window or in theatre lobby. Panel carries copy: "One picture is worth more than a thousand words" . . . and copy on attraction.

"Comment panel" set up in lobby, carries the photographs, with questions asked above each photograph: "And how did you enjoy the show (name)?", the laugh picture placed directly below the lettered question being an eloquent answer. Or this angle can be adapted to a newspaper ad effectively.

"Lighting" cartoonist might be stationed in lobby, drawing quick sketches of patrons in laughing poses. Paper he draws on is imprinted with copy on comedy attraction. Finished sketches given to persons who pose.

Another adaption for newspaper ads would be use of photographs of newspaper critics, carrying name of each critic, and then the question, above the photograph. A sock ad can be arranged if the critics will pose. Idea might be adapted to a trailer.

782. CAMPS . . . With an army or navy base or encampment nearby, much valuable cooperation is possible. Drill squads, honor guards, searchlights, might be secured. Airplanes might fly as a tribute to the attraction.

Tickets can be presented those passing inspection with best rating, or to winning squad in drill competition. Announcements might be posted at camp. For an occasional appeal, newspapers imprinted or with a herald attached, can be distributed. Special group price might be made for a certain day, or certain hours.

(For summer camps, see 908.)

783. THROW THIS AWAY . . . Card for distribution carries imprint in large letters at top: "Throw this Away," and at bottom, also in bold type: "Don't Read It." Centered, between these two lines, in smallest type possible, is copy: "—If you are not interested in an entertainment that brings you thrills, laughs, romance (and ~~into~~ attraction copy)."

784. 24-SHEET JIG-SAW . . . Giant jig-saw puzzle made up, mounting a poster on compo-board, cutting it up (in large pieces) after style of a jig-saw puzzle.

The jumbo jig-saw might be used at baseball or football games, before the start of the game, using costumed girls to assemble it. Bringing the pieces onto the field, they assemble it as quickly as possible. Can be used wherever large crowds are assembled, or in a large window, or possibly a street location.

Another 24-sheet (or a 6-sheet) jig-saw angle would have a poster displayed in the lobby. The 24-sheet is ruled off carefully, with pencil, in small squares, which are numbered (some of which are numbered with red pencil instead of black). A duplicate poster is then mounted on cardboard, and carefully cut into squares identical with those marked off on the poster, those drawing a red-numbered square winning tickets.

785. HOME TOWN STAR . . . Opening night of attraction can be dedicated to the player, inviting immediate family or relatives as honor guests. Special car should be sent for the family. They should be radio-interviewed about star from theatre lobby.

Newspaper should sponsor the event, playing up the home-towner with stories, photographs. A round-robin telegram of congratulations can be made up, the telegraph company having a representative in the lobby to take the names of those who would like to have names (for a few cents) added to the wire . . . the telegram to be sent on to the star after being placed on display. Early local photographs may be secured for newspaper and window use. Perhaps newspaper can sell cooperative advertisements in which stores "welcome" star. Arrangements may be made to have player wire greeting to local editors, which they will use.

Home town girl in attraction may have had sorority and school connections, all of whom should be contacted. Perhaps teachers who instructed her, dancing school teachers, or others, might be located for an interview.

786. BADGES, BUTTONS . . . Pin-on buttons, imprinted with photo of star and coming attraction title, can be secured from a novelty printing company. Distributed well in advance to patrons, and worn by house staff. Will prove especially valuable in appealing to kids. Might be effectively distributed at fairs, carnivals, wherever crowds gather.

Employees of large manufacturing plants and factories generally are assigned numbered badges which they wear. Numbers are posted on bulletin board at plant, or on a banner placed near entrance to factory . . . with employees having same numbers invited to be theatre's guests to see (attraction). Plant superintendent will most likely cooperate in permitting the numbers to be posted; and the stunt might be made a daily or a weekly feature.

(See 280.)

787. "HOWDY" CAMPAIGN . . . A get-acquainted stunt either for new theatre operation or new manager . . . calling a certain week as "Howdy Week," selling it as a week of specially selected attractions designed to win new friends and to renew old friendships.

Buttons bearing word "Howdy" and in smaller print: "It's Howdy Week at (theatre)" can be distributed . . . and small price reduction might be given those wearing the button when they buy their ticket . . . this to be explained in herald to which the buttons are pinned when they are distributed; or small gifts can be arranged for those wearing the buttons when they attend instead of a price consideration.

Cutout letters spell out the word atop canopy, one letter added each day until all are up, simultaneous with running of similar teaser newspaper ads.

Chamber of Commerce and stores will lend cooperation, in windows or newspaper ads, adding the line to their regular newspaper ads.

Desk, supposedly the manager's, set in lobby.

Picture of all employees can be used to advantage in institutional ad.

788. PAGEANT OF MOTION PICTURES . . . As a tribute to the opening of an important screen attraction at theatre, a pageant of motion pictures and motion pictures progress may be arranged. Or it might be staged in connection with personal appearance of a film star and star's latest screen effort.

Special congratulatory ads in newspapers; and newspaper stories that review town's cinema history, building up to present attraction; window displays, which feature cameras and equipment, and perhaps photographs of old local theatres; building up to an elaborate street pageant which highlights opening ceremonies of attraction at theatre. Parade to theatre, where it terminates, can include every sort of character that motion pictures present. Cowboys and Indians on horses, covered wagon, girl-decorated floats, girls on roller skates and on bicycles, marching groups of girls (as drill teams or athletic teams or girls' drum corps), Sailors or Army Drill squad, R.O.T.C. company, American Legion Drum corps, Bands, Guards of Honor, Comedians (dressed to resemble best known screen comedians, arriving in some sort of odd conveyance); motorcycles (all that can be mobilized, with aid of motorcycle clubs), new automobiles, racing cars, "wedding couples," floats designed and entered by different merchants and manufacturers, any novel cars or floats that are available locally and any marching groups or musical organizations, police and perhaps city officials. Airplanes should fly over line of march, dipping salute at theatre.

Ceremonies at theatre continuing through arrival of parade at theatre, should be broadcast, perhaps over all local stations if more than one is available. Parade can be called: "The parade of pictures." Current attraction is included in all mention.

Chamber of Commerce, newspapers, and civic organizations may cooperate in sponsoring the pageant as tribute to the motion picture industry, making it a city-wide event that incorporates every organization. Stores should use scene from motion picture productions for illustrations in their ads.

Motion Picture Ball, in the evening after theatre's evening show, might be made a feature, with prizes offered for best costumes.

789. A SEAT THINKS . . . Theatre chair is displayed in a window and panel carries the copy: "What a Seat Thinks." Then, in smaller lettering: "I'm almost too tired to think. I haven't had a chance to rest since (attraction) came to (theatre). It seems like everybody's coming to see it . . . But that's to be expected, it's a great show."

Adapted to newspaper ad, drawing of a theatre seat is used, and similar copy. Close the quoted message with: "Well, I've got to sign off. Here comes a customer. A big fat mama . . . just my luck. But don't miss the show, it's great."

790. SINGERS . . . Songster's night can be arranged in connection with an attraction featuring a number of song hits . . . inviting all local singers from night clubs, radio stations, churches. Introduce them or announce them over amplification or radio on their arrival. List them in ad as accepting invitation to be present. In connection with stage show featuring famous vocalist, they might be invited as star's guests.

Vocal contest can be arranged, perhaps with radio cooperation, in connection with attraction that features a singing star.

Newspaper contest would show star in various singing poses from former attractions, with readers asked if they can remember what the attractions were, what the songs were. Contestants make suggestions for a musical number for the star.

791. CHECK CARD . . . Novel card for distribution is printed after fashion of regular post card on one side, with indicated space for postage and space for address. Other side of card is headed: "Correspondence Time Saver," and then in smaller type: "For busy students, husbands whose wives are away on vacation, and wives who are away on vacation. Designed to save time so that they will have more time to see (attraction copy in larger type) at (theatre)." Space that follows is headed: "Check Desired Message and avoid writer's cramp." Then with words imprinted one above the other: "Dear," "Dearest," "Darling." (Underlined space for check-mark follows each word.) Then, similarly: "Friend," "Sweetheart," "Husband," "Wife." Message follows: "It is Very (then alternative words to be checked) "stormy," "peaceful," "exciting," "lonesome" (and spaces to be checked)." Then: "I need 'money,' 'loving,' 'you.' " "I spend my spare time 'thinking about you,' 'sight-seeing,' 'in bed,' 'at the (theatre).' " "I'm 'very busy,' 'anxious to see you,' 'having a great time.' " Copy is finished off with alternative check-words: "Always," "As Ever," "Lovingly," "With love and kisses," "Sincerely." Underlined space for name to be written.

Cards would be handed to patrons, or distributed. School or college students would find them acceptable.

Both address space and "message" imprint could be carried on a single side of the card, if preferred, with other side of card carrying an illustration from attraction.

792. CELEBRITIES IN TOWN . . . Check . . . are there any important visitors in town who might be, in some way, tied into a campaign? Perhaps they can be induced to appear at a premier; or to attend a special showing (for newspaper stories), or to visit with star of stage show—for newspaper photographer; or to inaugurate some exploitation stunt or other.

Usually celebs are willing to cooperate, if it means publicity and isn't too undignified.

Playing a stage show, a photo of principals or girls from the show welcoming the celeb to town might make the papers. Celeb might be sold on an introduction from stage . . . and in some cases the appearance might be announced in advance.

Celeb (possibly local celeb . . . maybe from radio station) might be quoted in newspaper ad: "I want to sell you a show (and into ad)" . . . using photo of the celeb in the ad.

793. DANCING IN THEATRE . . . If attraction featuring dancing, and if lobby space permits, announcements may be made that after the last showing couples will be permitted to remain for an hour and dance in the lobby, as guests of stars of attraction.

Orchestra might be promoted for the occasion. Or, records can be used. Or, arrangements being made with radio station to dedicate program to coming attraction and theatre and the special "(attraction) Lobby Ball," a receiving set being tuned in. If band plays in lobby, entire festivities might be broadcast.

Stage might be used instead of lobby if preferred. If in connection with stage show, the performers would appear and mingle with the "guests." Dancing might be at invitation of star of stage show.

Angles from No. 267 might be adapted.

If theatre has lounge space that permits, dancing might be allowed during showing of attraction. At specified time, matinee or evening; or at any time. Radio could be set up for music, with patrons invited to dance. Must be certain that it in no way interferes with show.

794. LADY GODIVA . . . A stunt designed to lead a curious crowd to the opening of a comedy attraction.

A series of ads breaking in daily newspapers carry copy announcing appearance in town of "modern Godiva," white horse and all, "as a protest against hampering modern convention." Ads might read: "I Am the Modern Lady Godiva. I protest against modern conditions, conventions and an unfair double standard; and to focus attention on my cause, I propose to ride a white horse, as Lady Godiva did, down the streets of (town). Time and place cannot be announced here, as interference might be forthcoming in that event . . . however, meet and follow (type) automobile bearing license plates (numbers) at (location some distance from theatre), this car will lead you to a point where you might see 'The Modern Lady Godiva.' " And, for another ad: "Maybe I'm Crazy . . . but Lady Godiva had a cause and a white horse, so have I. She put everything she had on a horse. And, to protest against Modern Conventions, I plan to ride, as Godiva did, down the streets of (town) (and then the follow-up copy about meeting the car)."

After breaking of several ads, arousing curiosity, the described car appears at the designated place, and cars falling in line are lead, through a round-about course, to the theatre, where their arrival is timed to be simultaneous with broadcast opening ceremonies of attraction. There, in front of theatre, and spotlighted, a man made up in comedy style, and in long white underwear (over other clothes) appears astride an old broken-down white horse or mule. He wears a blonde woman's wig, and to add to comedy appearance, is smoking a cigar. Banner on the horse reads: "Lady Godiva would have traded her Horse for a chance to see (attraction)."

Chances are newspapers will break stories on the stunt, perhaps using a picture of "Lady Godiva" in front of theatre.

795. TELL THOSE LEAVING . . . Using house amplification system, or small amplification setup, speakers are placed in lobby, and announcements about the next attraction are made, in a conversational tone and volume, to those leaving. Doorman may make the announcements. System might be switched on just before ending of feature, speakers can be made part of an elaborate display panel; or they might be concealed from view of patrons.

796. SCHOOL, COMMUNITY PAPERS . . . Where schools boast of a weekly paper, the students generally read it religiously . . . and ads (possibly placed on a pass exchange basis), or publicity stories carried in it will prove of definite value. Ads should be distinctive and different from other theatre ads. Similarly, community newspapers will carry stories, ads, scene-cuts.

797. REVEALING . . . Imprinted card carries as illustration at bottom of card, leg-revealing photograph of star or girls in attraction. Card is folded over to point where just the legs show. Foldover carries the word: "Revealing." Inside of card (visible on lifting foldover) is imprinted (above illustration), "Revealing a Delightful Romance (and attraction copy)."

798. TELAUTOGRAPH . . . A machine that reproduces handwriting, used frequently by railroads, and large organizations, is borrowed, set up in lobby, as center of a display on a coming attraction with a cutout life-size figure of the star of the attraction placed directly behind the machine.

Copy on panel suggests that patrons ask (name of character represented by cutout), any questions about the attraction that they might want to know. Concealed microphone picks up question, taking it to hidden operator who answers the question (through the telautograph), the machine on display writing out the answer in front of the person who asked the question.

799. CLEANERS . . . Imprinted cards can be placed in breast-pocket of suits cleaned by a cooperating tailor, cleaner or valet. End of card is cut at handkerchief-in-the-pocket angle, copy on attraction being imprinted on part of card that extends into the pocket.

Or, cleaner may permit heralds to be attached to paper wrapper, and tieup line for the tailor might justify this distribution.

Photo of star (in a neat suit), used by a tailor for display in window or use in an ad.

Banners might be placed on cleaner's delivery trucks. He might distribute ordinary heralds by placing them in the pockets of suits he delivers.

800. SLEEP IN GRAVEYARD . . . A stunt often used by "spook acts," mind-readers, etc. . . . offering a specified small sum (through newspaper) to first person to apply who is brave enough to sleep all night in a graveyard. Person to give their reactions in communing with the spirits the next day on opening day of attraction, for newspaper or radio interview from front of theatre (tieing in theatre's attraction). With no takers it's still a good story. Or a "stooge" might be arranged who takes the job.

Would be adapted to spook or shock picture, or morbid melodrama, with person to compare the experience with the thrill of watching the picture.

801. WANTED TO DO . . . Emphasizing point that this is type of show that star always wanted to appear in, newspaper contest might ask readers to describe "secret desires," or things they've always wanted to do. Illustrate with scenes from attraction. Prizes or tickets for best.

802. WOODEN INDIAN . . . Critic or columnist on newspaper can be requested to help locate one of those "vanishing Americans,"—the cigar store Indian, explaining that theatre wants it in connection with coming comedy to emphasize fact that the show is "Funny enough to make a cigar store Indian laugh." Columnist will doubtless see in the request, material for an interesting column.

Classified ad might be carried.

If a cigar store Indian should be secured, by some chance, it can be used for display in lobby carrying copy: "Even a cigar store Indian would get a thrill out of (attraction)." Or, "Funny enough to make a cigar store Indian laugh" copy.

803. "IMPORTANT DATES IN HISTORY" . . . Display for lobby or window use, carrying this heading, follows with: "1492: Columbus discovers America. 1776: Declaration of Independence Signed. 1901: Marconi discovers Wireless. 1927: Lindbergh Spans Atlantic. (Present year): (Attraction Billing)."

804. VALOR . . . In connection with attraction that features heroics or valiant deeds, an "award of valor" may be presented, with cooperation of newspaper ("and with compliments of star"), to person whose action during the year previous has most deserved it.

Or the stunt might be tied in with some courageous feat that has just occurred, presenting the award to the individual for his act of bravery.

Recipient of valor award could be law enforcement officer; especially if attraction deals with heroics of law enforcement officers.

Wire from star of attraction congratulating the person receiving the valor award (which is presented in the name of the star of a coming attraction) can be arranged, the newspaper carrying the wire in connection with stories on the stunt.

Presentation of the award would be made from stage of theatre.

805. **CHEMICALS** . . . Like magic, any demonstration of chemical reaction draws instant interest. Simple and harmless tricks of chemistry, presented in a window, will draw immediate attention. Children's chemistry sets can be used. Copy ties in the exhibition and the attraction, as, "Amazing, Yes! But for really amazing Entertainment, see (attraction)."

And, of course, more elaborate exhibitions can be arranged for lobby or window usage with the aid of a competent chemist; many surprising chemical tricks can be adapted to directing attention to attractions.

806. **STATUES, WAX FIGURES** . . . In lobby or in window, a statue can be accompanied by a display card that carries copy: "If this statue came suddenly to life, her (or his) first comment would be . . . 'I'm just in time to see (attraction).' "

Added angle could be additional copy: ". . . that's our guess. What would be your suggestion for her (or his) first comment?" Tickets offered for most humorous or cleverest comment submitted.

Clay or papier mache model of star might be "unveiled" at a set time, in front of theatre, or in prominent window or other location . . . girl selected in a contest given the "honor" of unveiling the figure. Or, local notable or celebrity might be prevailed upon to perform the unveiling. Can be built into a big affair, or clowned, for a comedy attraction.

Perhaps figures can be secured from a wax museum for display in lobby or window, costuming them to resemble characters in attraction.

Or a plaster or papier mache bust might be used, as the center of a display in window or lobby.

Illusion of a statue turning to life can be produced by placing a panel in which a peep-hole has been cut, at eye-level, directly opposite (several feet away), another panel (within display and concealed from view except through peep-hole), which has opening where girl's head appears. Lights placed in front of inner panel, focused on girl's face. A large pane of glass is placed at 45 degree angle between peep-hole and the interior panel (where girl's head appears). To left of peep-hole is another panel (same size as other interior panel), which has a statue or papier mache head placed in the opening. As "statue" is lighted, lights on girl dim out, and the panel of glass reflects the statue, which then becomes visible to person looking through peep-hole . . . statue being reflected in identical place on glass where girl's head appears when lights on girl are on and lights on statue are out. If lights can be dimmed down and up, the effect can be surprisingly real. *(See Diagrams in Photo Section.)*

Small statuettes of star of attraction, might be secured, and used for display or distributed as prizes.

807. TEA . . . Old stunt of serving tea to patrons, indulged in by stock companies, might be adapted to attraction . . . inviting patrons to enjoy a cup of tea "as guests of star (of stage or screen show)."

If used in connection with stage show, star would appear in person and meet patrons.

Tea might be served by attractive girls on mezzanine floor, or in lounge. Tea company to supply the necessary tea.

808. WALL PAPER . . . Old samples of wall paper can be secured from a wall paper store, imprinted and distributed as heralds . . . carrying copy: "We're tearing the paper off the walls to make room for the crowds that are rushing to see (attraction)."

809. BUBBLES . . . Occasionally effectiveness of a display can be increased by use of actual bubbling liquid. Display featuring a champagne glass, for instance, having outline of glass cutout, and an aquarium tank backing up the opening left in the display.

To get bubbling effect, two insulated wires are run into the tank from opposite sides, and placed so as to run parallel across the bottom (wires not touching each other). Insulation is removed from the paralleling sections. Tank is filled with a salt solution, and wires are connected with regular electric line, with a rheostat in series with one wire so that the voltage may be regulated. Display is isolated from house current by separate fuses. When electricity is turned on, electrolysis will cause steady streams of bubbles to arise from each of the two wires. Speed of formation of bubbles and the number of them can be controlled by the rheostat.

Electrician should handle the installation of the display, and it should be protected so that it is *impossible for patrons or employees to touch it.*

Bubbles effect for a large display, as a giant replica of a champagne glass can be obtained, too, by imprisoning inflated toy balloons behind a glass panel, that covers over opening at top of cutout champagne glass, with electric fan blowing the balloons about.

810. HUMANETTES . . . Novel window display . . . using painted background panel with miniature painted or doll-like figures of characters in attraction . . . with openings cut in the panel where heads should appear on the painted figures. Heads of men, or girls, thrust through the opening, appear above the painted figures . . . their faces and hats "made up" in keeping with the painted figures.

People working the display thus stand behind the panel, placing their heads through the openings in the display.

Amplification is used, so that voices of persons working the display are carried outside the window. They keep up continuous dialogue, mostly about attraction, occasionally perhaps referring to the onlookers.

If attraction does not suggest definite characters that can be used, comic-strip characters might be adapted, with display copy devoted to attraction.

Display panel can be made up after style of billboard, with characters painted on billboard. (*See photos.*)

811. TRANSLUCENT GLASS . . . Adaptable to lobby and window displays, translucent glass (clouded glass, or ground glass) can be used for many purposes. (Or white paper might be substituted.)

As part of a display panel, animation can be projected against it: Using a portable projector, a trailer might be flashed against it (from behind, and perhaps using 16mm. film).

Or a moving background can be devised by arranging behind the glass a motor-driven drum, or endless belt in which the desired designs have been cut . . . with light placed within the drum or belt, shining through the openings in drum or belt and on to the translucent glass. As the drum or belt turns, so do the designs appear to move, and in the same direction. Thus, the effect of musical notes flowing out of a musical instrument can be obtained; or bubbles rising out of a champagne glass; or stars floating across a background.

Only the section of the display panel where the movement is designed to appear need be cut out and backed up with the translucent glass (as the design of a champagne glass). Letters cut into a display panel might be backed up with translucent glass, and animation focused on the letters.

Another method of focusing designs against the translucent glass from behind, is use of baloptican, with plate removed, and a drum (or large roller) placed against it, so that it will reflect and project the designs on the glass. Drum is painted a dull black, except for the designs that are intended to appear on the glass, which are white. Or a series of photographs are attached.

And, of course, if no animation is required, just the reflected design, a motor-driven drum (or endless belt) is not required . . . just a plate or panel in which the desired designs have been cut and through which a strong light shines. They might be placed on flashers, however. And to be most effective, front of displays should not be too brightly illuminated.

Illuminated from behind, translucent glass can be used effectively as a panel against which silhouette figures are attached, or cutout letters. Or, a figure cut from a panel (leaving an opening) might be backed up with translucent glass, illuminated from behind, forming a lighted silhouette.

Silhouettes of various kinds can be projected against it, too; either using motor-driven figures or letters (from behind) which have a light behind them, throwing their shadow against the glass; or a live person might cause the silhouette, as a girl behind the panel (with light behind her) going through the motions of making up (lipstick, powder-puff, etc.), or other action as suggested by the attraction . . . or a dancer might perform, perhaps just the legs being silhouetted as she goes through a dance routine.

812. BRICK CURIOSITY GAG . . . And a bow to Barnum for this one: A man, or, in modern style, several attractive girls in brief costumes, arriving at a busy corner with five white-painted bricks.

They proceed to place one brick on each corner, then with the fifth brick, they keep changing each brick around the four corners, keeping this up in mysterious style, placing each brick apparently just exactly so, until a curious crowd has collected . . . when they make the last round, gathering up the bricks—and carrying a Japanese parasol on which the name of the attraction has been lettered.

Or, with a title of five letters, or less, a letter can be painted on each brick, and at the conclusion of the stunt, the bricks lined up on curb to spell out name of attraction.

After working the stunt on a prominent corner, it is repeated later, or moved to another prominently located corner. Persons working it should be cautioned to be careful of traffic in constantly crossing streets.

813. FLAG . . . Considerable activity can be built about the designing of a special flag for a coming attraction.

Well in advance, describing attraction and stars, newspaper (and theatre) offer prize for best submitted designs for a flag to represent the attraction . . . contestants to submit a sketch, with suggested colors, designs, and what they are supposed to represent or symbolize.

When the winner is selected, it is reproduced by newspaper, together with photograph of the designer. Using the design, a silk flag is made (also a duplicate) . . . and arrangements are made to have the opening of the attraction signalized by having the flag dropped from a plane circling overhead—with a cash prize offered to person getting it and bringing it to theatre. (Flag that is dropped, is not especially large.) Sometime later, the duplicate flag (somewhat larger than one dropped from plane) is run up a flagpole which has been erected atop theatre canopy . . . probably with some ceremony, by a local official, or a beauty contest winner; possibly having a band play, arranging for radio broadcast.

Where a flag is used as part of a lobby display, an unique effect can be secured by using a length of small pipe as a standard. Pipe is perforated at top, where flag is attached, and vacuum cleaner motor is attached to bottom of pipe (out of sight), giving movement to the flag (blowing it). No fans are visible, still the flag is fluttering. Simpler, is use of concealed electric fan blowing the flag.

814. DOTTED OUTLINES . . . For newspaper use, or for heralds, part or all of a design is composed of dots (periods) which outline the subject, and which, if followed through carefully with a pencil, will present a sketch of the subject. Numbers can be added to guide the pencil.

A drawing might picture the night skies, with drawn moon, several large stars and planets, and hundreds of dots representing stars. Copy invites local star-gazers to take their pencils, go from star to star, and sketch out a design, any design . . . with most interesting outlines to win guest tickets to see attraction.

815. PUNCH CARD . . . Small pocket size card for limited distribution can carry the names of a dozen or so consecutively booked attractions (or listing dates) . . . perhaps especially calling attention to first attraction. Space is designed immediately after each title where special punch or rubber-stamp might be applied.

Designed to build up repeating business, some prize, perhaps gratis admission to the last named attraction, is to go to those who have all the spaces punched (witnessing all the attractions). Might prove of especial value in connection with serials, listing the successive episodes, and distributing the cards to kids.

Reverse side of card can carry ad on first attraction. Cards might find especial favor, distributed to ladies at matinees.

816. MATCH FIGURE . . . A lobby flash . . . for use in connection with girl picture or attraction featuring star famous for her figure; or in connection with stage show.

Life-size figure of the star (or of pulchritudinous female figure) is drawn as center of display panel, then cut out, leaving an opening . . . girls invited to try their figures, to attempt to exactly fill out the cutout curves. Panel might carry copy: "Better come in a bathing suit." Guest tickets to nearest figures.

Or, make the stunt the center of a contest to select a local "Miss (name of star, or character in picture or title of show)." Newspaper might use a photograph of one of the girls from a stage show trying her figure. (*See Photos.*)

817. TIME BUREAU . . . Arrangements may be made with correct time bureau, if there is one in town, to answer calls with plug for picture.

Or public might be invited to call theatre number for correct time, through screen and ads; and when calls occur, getting in brief announcement for attraction before telling the correct time.

818. "RIDE THIS CAR" STUNT . . . Arrangements made with auto dealer to have cars cruising streets, banners attached carrying copy: "Ride this new (name of car) to (theatre) to see (attraction)." Those picked up to be brought to theatre. Gives the salesmen a chance to talk to people who may be prospects about merits of the car, while driving them to theatre. And even if few are brought to theatre, the bannered cars cruising the streets will make a great flash.

Where a large crowd is attracted by a game or something of the sort, a bus can be bannered and parked directly outside the exits where those leaving can't help but see, banners carrying copy: "Ride this bus free . . . to (theatre) to see (attraction)."

819. PENNANTS . . . Might be placed along streets . . . attached to flagpoles, which are placed in holes in sidewalk edge (generally there for the purpose of holding flagpoles when streets are decorated). Or attached to light poles.

Printed paper pennants can be placed in many spots about town, attached to mirrors, doors, windows, etc.

Football story, school or college, might suggest use of pennants similar to those used to represent schools. They should be printed in colors of local school. Used for front or lobby display, a series of pennants can each carry a letter, spelling out attraction title.

820. MYSTIC CRYSTAL . . . Stunt for lobby or window. A round bottle . . . or if bottle is not available, a circular goldfish bowl, is secured. In center of a display panel, a round opening is cut, just large enough for part of the bottle or bowl to protrude, and with top part out of sight . . . this giving the effect, when filled with water, of a crystal ball.

Behind the "ball," a strip of paper carrying lettered copy is attached directly to the glass, the copy very brief, probably just the name of the coming attraction. Or scenes or copy might be attached to edge of motor-driven phonograph turntable, which is made to revolve continuously directly behind the bowl. Or revolving shade display (commonly used), which is driven by heat of the globe, might be lettered and used.

The behind scenes set-up is, of course, concealed.

Lettering on front panel suggests that they gaze into the mystic crystal, see what a treat the future has in store for them.

821. ELECTRIC LIGHT GLOBES . . . Patrons invited to estimate number of bulbs in theatre front lighting (provided there are a number of them), with tickets for winners. Electric company sponsors the stunt, buying newspaper space, perhaps illustrated with photograph of lighted theatre front (showing attraction billing). Small light globe placed on horizontal glass panel can be kept spinning by focusing a concealed electric fan on it.

Electric light globes can be adapted to a novel window display by having artist paint them to resemble heads (of players in attraction), and attaching them in place of doll heads. Lighted, using extensions.

822. SHOOTING . . . Gunplay or marksmanship featured in an attraction might suggest as prologue to the trailer on the attraction, shots fired off-stage (into a barrel). Siren might be placed somewhere in front of screen, and sounded. Following which trailer hits the screen.

Merchant can feature a special sale, or buy newspaper ad which features a "Bull's-eye in Values," and incorporates copy or illustration from theatre's attraction.

Electric rifles (photo-electric cell arrangement), if available, can be made a part of lobby or front display, patrons being invited to try their skill. Perhaps it will be safe to offer free admission for perfect scoring, depending on the rifle.

Similarly, electric rifles on display in other place can have a display card placed atop the target panel which offers guest tickets to see attraction for first (number) perfect scores each day. Likewise, real shooting galleries can offer guest tickets for certain series of perfect shots, displaying a panel on theatre's attraction.

Sound might be added to a display panel which features a man with a gun, by placing a drum behind the panel and arranging an electric fan so that short length of string which is attached to one of the blades of the fan (guard being removed) is made to strike drum (lead pellet attached to free end of string, which strikes drum). Or animation can be arranged to lift a small block, which is dropped squarely on another block.

Display of guns can be arranged, for lobby or front; perhaps with cooperation of police department.

Radio announcements might be preceded by effect of firing of guns.

Perhaps it might be possible to get away with firing of pistol (using blanks) atop a building, then permitting a banner to unroll which carries title of theatre's attraction.

Possible consequences of all stunts that require shooting must be carefully considered.

Small paper targets, featuring a bulls-eye, through the center of which a small hole has been die-cut, might be used as heralds. Imprint across the face of same: "A Bulls-eye in Entertainment (and into attraction copy)."

823. TRAVELING TRAILER . . . Float, or paneled truck, with sides and rear masked in or covered over with panels or banners, features a small screen in the rear panel . . . where trailers on theatre's attraction are projected. Projector is within the truck, and the pictures are projected from behind, through the screen, which is cloth or white paper.

Truck stops at prominent intersections and neighborhoods where electricity connections are secured for the projector (making arrangements in advance, and using a long extension cord).

A float can be elaborately built up, carrying girls and entertainers (but with the projector and its operator concealed) and featuring the screen and the presentation of trailers. Naturally, it's a nighttime flash. (See 80, 190.)

824. STEPS . . . "Follow in the steps of thousands who call it the greatest film of the year," can be the inscription on lobby floor which greets patrons on entering lobby . . . with "footprints," painted on the floor, leading across the lobby . . . until at the opposite side another "message" lettered on the floor, or a display panel, is reached—the attraction title, cast, etc.

Or similarly footsteps may be painted on sidewalk, leading from nearby corner to front of theatre.

Where an attraction features a special dance routine (as a new waltz or different step), the "steps" (going through the evolutions of the dance routine), might be painted (water-color) on the lobby floor. Panel directs attention to the foot-prints calling them the "thrilling new dance steps introduced by (names) in (attraction)."

825. DUPLICATE NUMBERS . . . Whenever and wherever crowds are gathered—fairs, expositions, balls, conventions, or even schools, numbered slips can be distributed to good advantage. Slips are numbered and copy advises that the slip should be pinned to coat lapel or front of dress . . . and that if it is possible to locate a person wearing a slip carrying a duplicate number, both persons will receive guest tickets to see attraction (with most of space, and in large type, devoted to attraction).

Persons finding duplicate tickets come to theatre booth (at fairs), or bring them to theatre; or arrangements may be made with some company having a booth or concession on the grounds to handle the slips. Display cards may also be placed in booth or concession of cooperating business place.

Limited number of duplicate numbers are put into circulation each day, mixing them well with the regular run of numbers.

Costumed girl attendant distributes the slips, pinning them on persons passing.

826. NUDIST CARD . . . For distribution, a novel card, about the size of usual membership card size, carries underlined space for names at top (with word "name" at extreme left) . . . then in smallest possible type: "You Might be a . . . ", and then, in large type: "Member in Good Standing" . . . then small type: "in the" . . . and then in larger type: "Nudist Club of (town)" . . then following in smallest type: "Or you might be a professional bathing beauty. However, in this event, we hope you can find your clothes in time to come to see (attraction) at (theatre). It's too good to miss, so come in a barrel if you must, but don't miss seeing (attraction)" . . .

Then, a script type "signature," "signing" with name of character in story, or with manager's name.

Card can carry a serial number with attention directed to a list of lucky numbers at theatre box office, where the number on the card might be checked . . . those tallying getting gratis admissions.

827. SHAVING . . . Demonstrating an electric razor, man is stationed as center of a display in a druggist's window. Panels carry copy: "He's getting a real shave ... . he's got to look his best . . . he's taking his girl to see (attraction) at (theatre)."

Star of a stage show might "challenge" all comers, claiming the title: "World's Champion Quick Shave Artist." "Challenge" is featured in newspaper story, or in an ad. The shaving contest is scheduled for a prominently located window, preferably that of a druggist, and is handled with a great deal of ceremony (girls from show attractively costumed, act as "seconds" for the "champ" and for contenders. Window amplification system carries the voice outside the window, so that announcer can introduce contestants, describing it, and including announcements on attraction). And the stunt can be actually broadcast over a radio station, announcer describing in comedy style, the progress of the contest. Music in addition might be arranged. Several "stooges" should be provided, arranging for them to volunteer in the event there are no challengers or volunteers.

828. CONFECTIONS . . . Gum or confection samples, secured from local distributor or through local dealer, are inserted in small "pay"-envelopes which are imprinted with copy on the attraction. Catch-line ties in the gum or confection, and the attraction title; with most of space on the envelope devoted to the attraction.

Envelopes distributed for best results by attractive costumed girls. Distribution especially effective on crowded street cars during rush hours. Girls board street cars, go through same, distributing the envelopes, then off, taking another car.

Confectionery, or candy manufacturer, can name a special chocolate or other candy after star of theatre's stage or screen show . . . putting in window displays which feature photo of star; buying newspaper ad.

Tieing up with a sugar company, miniature boxes or cubes of sugar might be secured in quantity . . . to be distributed in small envelopes imprinted: "A Sweet Surprise (sugar) and (star)."

"Candy Week" tieup with candy store or manufacturer might feature photograph of star posed with candy, in store ads and windows.

Confectionery can design in candy a figure suggested by the attraction, or a caricature of the star, displaying it in their windows, together with stills from the show.

829. CADETS . . . Where military drills are feature of school or college, arrangements are made to present guest tickets to those passing inspection, which is generally competitive, with best rating. Should be good for announcements and perhaps a bulletin-board card, and certainly much discussion. Pretty girl student "presents" the tickets.

In connection with an attraction having a military school background, a military band might march to theatre on opening day. Honor guard of cadets can be arranged. Military organizations might lend their support in arranging parades, in calling the attraction to the attention of their members. Military styles can be introduced. Uniform display can be arranged in store window. Toy stores and department stores might feature a display of toy soldiers in their windows. Attendants might be dressed as cadets.

Families of cadets (if not too many), should be invited to attend as guests of honor. Newspaper might carry interviews together with photograph of local cadets . . . and most of interview might be built about attraction. Similarly they should be radio-interviewed when they attend theatre on opening night of the attraction.

830. NOTE BOOKS . . . Where they can be secured cheaply enough . . . might be imprinted: "Make a note now to see (attraction)." Distributed to offices, stores.

Similarly, scratch pads should be distributed to the schools.

831. THREE MONKEYS . . . Window display features three live monkeys. Display panel in window, perhaps suspended so that monkeys will climb over it, carries copy: "You'll Hear No Evil . . . See No Evil . . . Say No Evil . . . About (attraction)."

Pet shop, if prominently located enough, would be the logical tieup. Or they might at least supply the monkeys. Or they can be obtained from the zoo.

Or, if live monkeys are not available, cutout figures of monkeys can be used in connection with the display.

832. HOTEL AND STORE VALANCES . . . Arrangements made to place a valance, which carries copy on theatre's attraction, around canopy of hotel or department store (See 28.)

Playing musical, or stage show, hotel orchestra could feature numbers from the show, and this fact might be publicized on valances at hotel.

Valances could be used effectively in connection with personal appearance of stage star. Made up in miniature style, they can carry "welcome" copy, and attached to the fronts of numerous business places about town.

833. BROKEN WINDOW . . . Novel window display that will get attention gives effect of broken window, with object extending through the break: Display frame on attraction, or object suggested by attraction, is cut into, half of it attached outside the window, the other half inside the window. Broken pieces of jagged glass are glued to the inside of the window, to add to the illusion. Soap streaks might be added to give effect of cracks in remaining glass. And object is sufficiently high to be out of easy reach of those passing. Display on attraction within the window.

834. BEANS . . . Small envelopes are imprinted: "Hindu Lucky Beans" (or with name of attraction taking the place of the word "Hindu") . . . or, "Lucky (attraction title) Love Beans." Follow-up copy: "For Good Fortune (or 'luck in Love') . . . carry this Love Bean with you . . . and go see (attraction)."

Beans are soaked overnight in water, swelling to some size and to an odd distorted shape; or they might be soaked in perfumed water to lend them a scent. The beans are inserted in the envelopes and distributed.

Often used by mystic and magic shows, they can be adapted to any attraction.

A small quantity of the beans might also be placed on display under glass and spotlighted, in the lobby. Card describes them.

835. EASTER . . . Suggests Fashion Show tieups with merchants, hat shows; florists cooperating with window displays and Easter lobby displays, possibly using live white rabbits; special Easter Sales tieups with stores—and an Easter egg hunt for the kids, or an egg rolling contest (which may be arranged just for members of theatre's kid club, or for kids of the town generally).

Newspaper might cooperate, jointly sponsoring the Easter egg hunt, going along for stories and pictures. Playgrounds committee might also cooperate.

Perhaps street car or bus company (or other transportation company) will supply transportation for kids from theatre to scene of the hunt (a park preferably.)

Grocer should cooperate, too (in exchange for mention in publicity), supplying the necessary eggs (hard-boiled, and tinted).

Boy Scouts and Girl Scouts should lend their cooperation, Boy

Scouts keeping the kids out of the area while the girls hide the eggs, or firemen might aid.

Some candy eggs can be included, perhaps with the compliments of a cooperating confectioner. Several gold and silver eggs, or more elaborate candy eggs, might also be hidden, and the finders would win guest tickets, or a live or imitation white rabbit. Added prizes to go to boy or girl bringing in the most eggs of one color, or of a specified color.

Hunt can be arranged to begin at theatre, where kids gather . . . with block perhaps kept clear of traffic, kids then following a band and police escort to the hunting grounds.

836. INSTITUTIONAL . . . Of importance in establishing a theatre as "the place to go," is institutional advertising . . . to which, however, the attraction should never be subjugated. Theatre should be represented in every community affair. Constant emphasis on theatre's advantages should establish it as the place which people identify immediately with the thought of entertainment.

Advantages to be advertised, and points to direct attention to, can include admission prices, operating hours, product, convenience, sound, location and accessibility, seating comfort, lounges and appointments, personnel, ventilation and cooling equipment.

Any service or consideration for the comfort of patrons, comes under the heading of "institutional" advertising . . . as the making available of umbrellas (upon placing a deposit which is returned when the umbrella is returned) in rainy weather. (Name of theatre might be stenciled on the umbrellas.)

837. SPILLED PAINT . . . Simple yet attention-arresting gag for a window display is the effect of an upset can of paint. Appears to be the result of an accident. In preparing the display, a can is partly filled with tinted rosin and melted; when almost cold, the bucket is overturned, and the rosin permitted to run onto a sheet of paper. When it has hardened it can be made the center of an effective window display . . . display panel perhaps being headed with the copy: "Spilling the Good News . . . Here comes Happiness (and into copy on the attraction)."

838. ODD TRANSPORTATION . . . Any unusual method of transporting advertising about will naturally attract more than ordinary attention. Possibly available methods could include (as attraction may suggest) a horse-drawn sleigh, or a 'rickisha, or a Roman chariot, or a rocket car (constructed over ordinary automobile, and made to resemble a rocket car), or a tandem bicycle, a new and strikingly different automobile or an ancient one; anything definitely different that may be adapted. Banners might be attached or carried. Those riding along might be costumed.

839. CLUB . . . Arrangements may be made to have civic club, or other organization, make star of theatre's attraction an "honorary member." Photo of star, with membership card, or being presented with card, ought to be good for newspaper space. (Card might be sent to studio for photo with film star. Star of stage show might appear at a meeting of the club to receive the card.)

If attraction, or star, suggests in any way a certain club or organization, perhaps it will prove possible to arrange an honorary membership in that club for the star. Or a club might be "organized," as suggested by attraction, with "membership" cards printed for distribution.

Number One membership card might be presented to newspaper editor or theatre critic. Photo of the "presentation" (by an "official" of the "club"), ought to be good for interesting newspaper space.

Comedy herald-card might be designed as a "membership" card in the "Laughtermotive Engineers."

840. LOVE FLOWERS . . . Small imitation flowers, cheaply purchased in quantity, can be stapled to imprinted cards. Card carries copy: (large) "Find Romance" (then in smaller type): "If you are seeking romance . . . wear this love-bloom (or use name of flower) in your lapel . . . and come and see (attraction). You'll find real romance when you see (stars)." Type of flower might be suggested by story, or locale of story. They might be real flowers if they can be secured cheaply enough and distributed immediately.

841. BEARDS . . . Where principal character in theatre attraction is gifted with whiskers, or title suggests same, a novel "Beard Growing Contest" can be arranged. Contest open to all, with prominent local barber, or group of barbers, as judges. And cash or ticket prizes.

And newspaper ought to go along for a picture of the winner, surrounded by his whiskers and good looking girls, who are congratulating him on winning. Copy ties in theatre attraction. College boys might be interested in the stunt, and fraternities perhaps each persuaded to enter a contestant; or even luncheon clubs might be interested.

In connection with show that features whiskers, local newspaper columnist might be persuaded that there's a story behind every beard . . . interviewing local big-beards, including photographs and asking questions about theatre's attraction.

Novel herald can feature a photo of star of attraction. Imprint: "Who is this Star?" And, then in smaller type: "Tear the False Whiskers away, see if you know him!" Small piece of crepe hair is attached over mouth in illustration of star of attraction. Copy is added: "If the word (any word—attraction title, or theatre name) is imprinted under the moustache, you will see (attraction) as the guest of (theatre)." Certain of the heralds have the designated word rubber-stamped or imprinted and concealed by the attached "whiskers."

842. MOTION PICTURE EXHIBIT . . . Use of an empty store building may be secured for a week, installing a display of photographs and display material on a number of attractions that are booked for showing . . . with predominant space given the next attraction.

Exchanges may cooperate with loan of display stuff, or regular orders of accessories might be purchased in advance and used. Advance announcements of coming product, which appear yearly in trade papers might be used . . . securing two copies of each magazine in which announcements appear so that both sides of pages might be shown. "Exhibit" is neatly arranged, brilliantly and attractively lighted. Part of store which is not needed is screened off.

Signs out front announce "Motion Picture Exhibit . . . It's Free!" And barker invites those passing, in best barker style, to "come right in." Or pretty girl might serve as the barker. Girl in dance costume acts as attendant in the exhibit, answering questions, explaining about attractions and handing out heralds (she should know correct answers). Heralds she hands out could be small reproductions of a photograph of star of next attraction, with ad on attraction imprinted on reverse side.

Using portable projector, trailer might be shown. Theatre supply house might be interested in installing an exhibit or sample seats.

And the exhibit can be adapted to a truck display, securing a large van, or paneling a truck, stopping the truck at various intersections, placing steps at rear, with barker on sidewalk inviting those passing to stop and have a look. Music might be provided.

Pages from product announcements can also be used for display in theatre lobby, as a "preview of coming attractions." Central panel which carries lettered copy might be attached by means of ribbons with the individual pages (and individual attraction announcements).

Product books, intact, may be placed on display in theatre, too. On lighted pedestal, display card invites patrons to have a look-see at coming shows.

843. ESTIMATING . . . Many contests for window displays might be worked out, with those stopping invited to compete for guest tickets to see theatre's attraction, by engaging in an "estimating contest:" as, estimating correct quantity of nuts in a jar (in connection with a comedy), or the number of candy kisses in a window, or coins, or any other item; or the correct size of a shoe worn by star; when a clock, which is the center of a display, will stop. Or something similar. Contests might be based on number, length, weight or size of any object or objects.

Large candle can be placed in a prominent window, and those passing invited to estimate number of hours it will burn (the candle to be extinguished when store is closed). Might be tied up in display copy with romantic angle of attraction, as: "The flame of love burns high . . . in (attraction)." Or water dripping from a container, with those looking asked to estimate time it will take for container to empty.

Where contestants are invited to *guess* the correct answer to a problem presented in a display, it becomes a lottery, to which the postoffice objects. In correctly *estimating* the correct answer, skill must count.

844. ADVANCED PRICES . . . Wide appeal of an attraction, or costliness may justify advance in regular admission prices. And, paradoxically, it can also prove occasionally advantageous to advance prices on an attraction with a very limited appeal . . . as in connection with a show that appeals strictly to the "intelligentsia" (a minority who really do appreciate the "better things," plus another group who would like to have themselves considered "cultured"). With attractions of this type, generally drawing this certain group, price will not affect greatly the number of persons attending; and price elevation will have a psychological effect, impressing that the attraction must be unusual. In any instance, ads should notify of the price tilt. Show might be made more impressive by presenting in road-show style . . . with intermissions, reserved seats sold in advance.

Any short subjects should be definitely outstanding, so that those attending who do not appreciate the "higher type" entertainment might get some enjoyment out of attending.

845. DIRECTOR'S CHAIR . . . Display for lobby features an ordinary folding chair (of type motion picture directors supposedly use), with name of director of coming attraction lettered on back of the chair. Copy on display panels invites patrons to "Sit in the Director's Chair . . . See a series of amazing scenes from (attraction)." Center of panel, and directly opposite the chair, features an opening, behind which a series of photographs of scenes from the production are made to appear. Photos can be attached to a revolving disc or drum, or the panel might feature a painted reproduction of a camera, with a real "crank," which patrons are to turn . . . and which, when it is turned, brings the photographs into view. Small spotlight, perhaps on a stand and shining directly over the shoulder of a person seated in the chair, can be focused on the stills as they come in view.

846. NEW THEATRE, OR IMPROVEMENTS . . . Opening a new theatre, some angles that should be checked for use might include a cooperative page of merchants' congratulatory and welcome ads. Or, instead of a full page, the ads might be scattered throughout the paper. Or, a special section in the paper might be arranged, carrying ads and stories about theatre and attractions booked. A new theatre is a great asset to a town, drawing people from surrounding territory, and enthusiastic cooperation of merchants, Chamber of Commerce, newspapers, ought to be assured.

A contest might be set in advance in cooperation with newspaper to elect a "Miss (name of theatre)," who is to receive a cash prize, or a promoted trip . . . and who is to be introduced as a feature of the opening night ceremonies. Winner might be elected by means of votes clipped from paper or secured with purchases in cooperating stores. Or contest might be held on stage on opening night.

Seats to be installed in the new theatre should be placed on display well in advance in prominently located store windows.

Merchants' windows can feature specials for opening night at the theatre.

Group of attractive girls should act as "hostesses" on opening night. Costumed in evening gowns. They might "arrive" on float, or bannered street car, if one is used. They might be picked in a beauty contest conducted in advance, perhaps with newspaper sponsorship and cooperation.

Flowers, from contractors and friends, are placed on display in lobby.

Radio broadcast of opening ceremonies. Or if radio is not available, amplification setup might be used instead, with speakers atop canopy. Patrons "saying a few words" into the microphone.

Dedication of theatre from stage is made part of ceremonies on opening night, with Mayor, or other celebrity, "accepting" the theatre for the city. Other prominent speakers might also appear. Color guard (from patriotic organization) is presented, with vocalist singing National Anthem.

Special elaborately printed program can be used on opening night. Perhaps printed on gold-backed paper.

Newspapers might use display of photos made on opening night. Of crowds. Notables attending. Mayor's speech. Picture of local celeb or pretty girl "starting" the picture in projection booth.

New improvements ought to rate similar treatment. (See 11, 64, 216, 996.)

847. PICKED STREETS . . . Radio station regularly concludes a program by calling out the name of a local street or avenue, and the name of theatre's attraction. First five (or ten) persons living on the street named who telephone the studio get guest tickets. Stunt might be featured on a sponsored program.

848. SCULPTOR . . . Can model a figure in theatre lobby, or in prominent window—the likeness of star of coming attraction (with nearby panel carrying explanatory copy); or, in connection with a girl show or musical, it might be a feminine figure . . . having a costumed girl pose (she stands on a pedestal on which attraction copy is lettered).

Sculptor can work out a single figure; or he might work swiftly in modeling clay, repeating the stunt continuously.

Playing stage shows, the star of the show could pose for the sculptor, between shows in the lobby. Newspapers might go for a picture of him posing, and of the finished bust or figure. Photograph of star with the finished bust might be used for display in prominent window.

849. LOVE IN THE DICTIONARY . . . Large dictionary on stand or table as center of a display. Attached to the table by a light chain or string is a magnifying glass. Copy on panel: "You'll find 'Romance' here . . . and you'll find it, too with (stars) in (attraction copy)."

850. PAST HITS . . . To compare or connect current attraction with previous great hit, a highlight illustration from the previous attraction might be used in connection with display on the current show . . . carrying copy: "Remember (previous big show)? Just wait 'til you see (coming attraction)."

Or trailer could lead off: "Remember these scenes from the year's great hits?", and following with a quick series of scenes from year's big hits; reproductions of stills, one selected to represent each film. Trailer announcement follows: "And now we bring you a worthy successor to these great shows . . . another of the year's Big Hits . . ." Follow with regular trailer on the attraction.

851. TOUGH GUY . . . Services of a hard-looking customer might be secured for use in connection with an attraction that deals with gangsters or criminals. He wears sweater, cap pulled over one eye—costume calculated to make him appear even tougher. Sign on his back says: "If you think I'm tough . . . wait 'til you see those guys that (star) takes for a ride in (attraction)." Or, "I'm A Sissy . . . compared with those tough guys in (attraction)."

An hilarious trailer prologue would have man on stage making an announcement about a coming comedy attraction. He speaks in Oxford accent, over-perfect, and over-polished (his "message" should be brief, and he should work up his delivery in advance so that delivery is instantly noticeable, very affected, stilted, and high-hat). Speaking over house amplification system, *in complete darkness*, the lights come up quickly as he concludes, revealing him to be dressed as a bum, a "tough guy," or a tramp (with the makeup as over-accentuated as the accent). Lights are up for several seconds, while he shakes hands prizefighter style, then lights black out and trailer instantly hits the screen.

Where an attraction features a comedy "tough guy," a newspaper or radio contest might invite contestants to make up comparisons for "So tough that . . ." Funniest getting tickets.

Using small rubber-stamp, copy on attraction might be stamped on shells of hard-boiled eggs served in taverns, bars.

852. MEDICAL . . . Story that deals with doctors, nurses, naturally suggests first of all, that local nurses and doctors be contacted. Letters might be sent them (perhaps Doctor's Exchange can supply the mailing list, or the telephone book listing may be fairly complete). Announcements might be made in classes of medical schools . . . or blotters might be distributed in the school, or announcement attached to the bulletin boards. Leading doctors and superintendents of hospitals might be invited to a special screening . . . and perhaps they can be interviewed via radio from the lobby after they've witnessed it. Endorsement of Medical Association might be secured. Perhaps groups of nurses who are still in training might be invited as theatre's guests, having them attend in nurses' uniforms; ambulance might transport them to theatre. Attention of all registered nurses should be directed to the attraction. Cards should be attached to bulletin boards in nurses' headquarters. Scientific exhibit might be arranged for theatre lobby well in advance, with man costumed as doctor to explain it. Heralds distributed in lobby and through office buildings by girls dressed as nurses. Ambulance can be parked in front of theatre. Newspaper might cooperate in sponsoring an essay contest in the schools on strides medicine has made in recent years. Staff could be costumed as doctors and nurses.

Cast of attraction might be pictured in newspaper with surgeon's masks over their faces, with readers asked to attempt to correctly identify them.

853. SUSPENDED FIGURE . . . Occasionally a certain attraction, or characterization in an attraction will suggest or justify use of a life-size figure made to resemble character in attraction . . . and suspended from front of theatre, or from flagpole. Must not, however, appear as though the figure had just been lynched.

854. TRANSLATIONS . . . Lobby or window panel features a panel of white paper or translucent glass, on which a "message" is lettered in Chinese (or any other foreign language that may be appropriate). Back side of the glass, or paper, has message lettered in English . . . so that it is readable from front of display when lights (which are on flashers) are flashed on. Lettering should occupy alternate lines with the foreign "message" so that the lines do not overlap.

Similarly, in sections where there is a large percentage of a certain foreign nationality who read their own language, a "message" might be delivered in both English and the other language.

Or, a brief message about an attraction can be prepared in a foreign language, perhaps Chinese or Greek, with engraving being made up. Used in connection with a newspaper ad, or copy for a herald, the language copy is headed (in English) "warning!" Below the foreign language "message," is imprinted in English, "Or, in plain English, Don't Miss seeing (attraction)."

Language students in schools can be offered guest tickets for best translations of copy on attraction which is prepared in a foreign language, and which they are to translate into English. Or the copy is in English, and they are to translate it into a foreign language . . . with an authority on the language set to judge the entries.

855. CUCKOO CLOCK . . . For use in connection with an attraction that features a comedy star identified with crazy sort of comedy, a large "cuckoo clock" might be designed for lobby or front use.

Picture of face of star is attached to the "cuckoo," which ordinarily springs out of the clock to sound the hours; or a head for the "cuckoo" might be made up of papier mache, and resembling star closely.

Mechanism which produces the sound (the "cuckoo" call), from an ordinary cuckoo clock is used . . . but with both the "bird" (and the simultaneous sounding of the cuckoo call) being motor-driven, so that the bird springs out, "cuckoos," every few minutes. Motor also drives an exaggerated, lettered pendulum. An ordinary electric clock is used.

The "cuckoo clock" can be made up larger than an ordinary cuckoo clock, but general designs of construction and proportions should be followed. Or blowup of star's head can have cuckoo clock in the forehead, with a panel opening, and the "bird" periodically popping out and "cuckooing."

856. MAGIC SQUARES . . . An arrangement of numbers in the form of a square so that every column, every row, and each of the two diagonals add up alike. 8-1-6; 3-5-7; 4-9-2, might be used, forming three rows of figures, one row above the other (and with a "*constant*," or total of 15 in any direction). Or, 16-3-2-13; 5-10-11-8; 9-6-7-12; 4-15-14-1, might be used (totaling 34). Carried on a herald, to add interest, those reading might be invited to try to arrive at other total, perhaps with tickets offered.

Or, these figures might be listed (three to a row): 1-9-5; 3-7-1; 5-1-3; 7-3-7; 9-5-9. Copy inviting those reading to attempt to add any six of the figures to total 21.

857. ALBUM . . . Large book, made up after style of regular photo album, or an actual album, is placed on table, or on a large music stand in lobby, spotlighted, as center of a display. In album is a series of stills from a coming attraction.

Or, stills in album might carry along the thread of story, with humorous comment under each photograph.

Album might be lettered on front: "(Star's) Album." Or, "Scenes from (attraction)."

In connection with an attraction which pictures scenes of years before, and if it is desirable to emphasize this feature, an album might be made up to resemble an old family album (using photographs from the attraction).

858. COMEDY QUIZ . . . With star of attraction as the "Professor," a newspaper contest is based on series of questions, some of which are humorous, some of which pertain to the attraction. Photo of the star accompanies the contest. Questions will be suggested by the attraction, and the comedy queries can include such questions as: "When was the War of Roses? Who was Rose?" "How long did the Hundred Year's War last?" "How many strings has a Time Payment Fiddle?" "What Mythological Figure played a Lyre? Who was the Lyre?"

Prizes would go to those submitting cleverest and funniest answers, at the same time giving the correct answers to questions that concern the attraction or stars.

859. NICKNAME . . . Lobby display panel can invite patrons to suggest appropriate "nickname" for star of coming attraction. Or newspaper or radio might sponsor the contest.

Added angle would be offer of guest tickets for oddest nickname of some local person.

860. GIRLS IN BOAT . . . For a novel lobby flash . . . a small speed boat is centered in a lobby display . . . compo-board strip cut and painted to resemble waves masking in bottom of boat. Several girls in bathing suits in the boat. Or life-size cutout figures. Rest of display directly calling attention to the picture . . . but tieup lettering in connection with the boat carrying this copy: "(Large) There's no Sense in this Display) . . . (and then in smaller type) It's not a girl show . . . and there are no boats in the picture . . . but we had the boat, and we thought the girls were pretty, so we thought we'd use them to call your attention to (and into attraction copy)."

Adaptable also to window display. For comedy or light entertainment.

861. SHIPS AND SEA . . . For a nautical story, any marine equipment obtainable might be adapted to lobby or window display —boats, anchors, signal flags, any sea-going equipment.

Lettered sailor hats can be worn by staff in advance of showing of attraction. They might be supplied newsboys on prominent corners, check-girls, waitresses.

Front might be made up like deck of liner. Stills should be framed in cutout mats made to resemble port holes. Doorman or barker might be costumed as a sailor. Ship's bell can be added to the front display and arranged so that cashier can occasionally ring it.

Panels picturing a steamship would have port holes cut out, with stills behind the port hole openings.

Diving suit might be secured for front display. Some prominent local celeb, or member of stage show, may be photographed in it for newspaper. Or actual dive in the diving suit might be made, for newspaper story. Diver bringing up previously planted oil-lettered display on attraction.

Theatre marquee or front might be made to resemble a ship. Strings of pennants adorn it. A fog-horn, or boat-whistle can be added, to attract attention. Platforming can be built even with top deck (atop marquee), and attractive girls in sailor costumes set to promenade. Several rows of "waves," placed low in front, lighting with blue for night flash. Or neon might be used to outline ship and waves.

Contest, for newspaper or radio, might have contestants design a ship's flag. Model ships may be secured and used for window and lobby displays. Model making contest might be arranged, with cooperation of newspaper or Sea Scouts. Ship model in a bottle might be secured for a display.

Shipping firms' employees should be contacted. Importing companies might cooperate with window displays. Travel bureaus should go along for window displays, and might be able to supply model of an ocean liner. Navy may permit use of their display boards.

Large fish net might be appropriate for a lobby or front display (depending on the story). Lettering might be attached directly to the net. If story deals with fishing, perhaps a large stuffed fish can be secured, imprisoned in the net for an addition to a display. Net might be used to cover over an opening in a display through which scenes from attraction are visible.

If real life-preservers cannot be secured for display, very good imitations can be made up by covering old tires with canvas; enlarged photographs might be centered in life-preservers.

Ship "float" can be constructed over a truck. Pretty girls in sailor costumes ride on it as it perambulates around the streets. Banners carry copy on attraction. Perhaps it might be possible to have it included in some parade. "Christening" ceremony held in front of theatre (in advance, and with the "ship" fully "manned" with a staff of pretty girls). Well-known local girl, or stage star, might perform the christening, breaking a bottle of champagne (or some substitute) across front of the boat (with porter or janitor carefully picking up the pieces of bottle immediately). "Christening" can be broadcast; photograph may make the papers.

In seaport towns, attraction should be called to attention of sailors, placing cards in places they frequent, imprinting copy on margin of newspapers which are distributed to ships.

Captains of boats, or ex-captains, may be invited. They should be interviewed about attraction for newspaper or radio.

Screening might be arranged, using portable projection equipment, on ship's deck, for officers and crew and motion picture critics.

Stores selling toys might feature toy boats and sailors. Stores might introduce nautical trends in styles. (*See* "*Navy.*")

862. CO-STARS . . . Players who previously appeared opposite star of current attraction may be made basis of a newspaper contest. To illustrate the contest, photograph from the previous attractions are used, in which the players who appeared with the star have been blanked out or covered over. Might leave just a silhouette; or a panel superimposed over the photograph might cover just enough of the picture to hide the star in question, asking: "Who played this role?" Scene from current attraction, and picturing current co-star, also be used for illustration.

Contestants are to identify the missing or hidden players, tell something about the attraction in which they appeared. Or, using a blanked out silhouette, contestants might be required to sketch in the missing player.

863. COMEDY AUTOMOBILE . . . For a comedy street bally, an old car can be secured, and rear wheels remade so that they are off-center, and the car consequently made to buck. Car might be shortened, too. Driver can be dressed in costume suggested by the attraction. Banners on car carry copy: "Rocking the town with laughter (attraction and theatre)."

Or, a car body might be constructed so that both ends appear to be front ends, with "drivers" facing in both directions. Or, a driverless car might be made up by extending a hood back over driver's seat, leaving opening in front through which the driver can see, and setting up a steering wheel and column for appearances in the rear seat.

Comedy flivver can be so over-balanced at rear that slight shifting of weight of person in back seat makes the front end rear up. Headlights might be painted like eyes (crossed).

Comedy cars, in addition to travelling about downtown section, can make parades, beaches, wherever crowds gather.

864. **RADIO TIME ANNOUNCEMENTS** . . . Station radio time announcements made at seven o'clock in the evening might precede the announcement with: "It's time to get ready for that swell show at (theatre) tonight (following with attraction announcement, and the time)."

865. **THANKSGIVING** . . . One of the best show days of the year, Thanksgiving Day attraction should be especially strong. It might introduce a "Fall Festival of Hits," with trailer calling attention to shows to follow.

Show for orphans in morning should be arranged, with bus company providing transportation to theatre and return. Luncheon club will sponsor the showing. Employees should donate their services for the show.

Huge crowds are generally drawn to football games in the afternoon, and arrangements should be made to have a banner attached near the field, where it will be seen . . . copy on the banner suggesting that after the game they go to (theatre) to see (attraction). Or plane might fly a banner over the field during the game. Or heralds distributed. (See "football" classifications.)

Newsreel scenes of football game and the crowd might be made . . . with banner carried by cameraman's assistants, advising that the pictures can be seen at theatre (same night if possible); or announcements made.

866. **STORM** . . . For use where attraction features storm scenes, a miniature storm for a lobby display that will attract a lot of attention can be easily devised.

Featuring rain, lighting, wind and thunder, the display is built into a deep shadow-box. Miniature scene (as a sloping landscape, miniature house) add to the display. Everything within the shadow-box is varnished or shellaced so that it will withstand water. Bottom of the shadow-box contains a tin container which catches water spilled within the shadow-box, and from which water is either returned by use of a centrifugal pump, or drained into a sewer by use of a length of hose.

"Rain" is produced by piping in water near top of display (rubber hose can carry the water supply to the display), and attaching a fine spray nozzle to the outlet (and not using too great a quantity of water). Electric fan (out of sight, within the side of the shadow-box, and behind the source of the water) blows the water across the shadow-boxed scene, to supply the effect of rain. Lights within the shadow-box are placed on flashers to supply the "lightning" effect.

And a recording of a storm effect (usually obtainable from a radio station) is played through amplification system to speakers concealed within the shadow-box, to supply the sound of wind and thunder. Panels on the attraction can be made part of the display within the shadow-box.

With no storm-scenes in the attraction, use of the display can be justified by use of copy within the display, "Even a night like this shouldn't keep you from coming to see (attraction)."

"Storm Dance" ("in honor of (attraction) at (theatre)," would find favor at ballroom . . . turning the lights low, flashing them on intermittently for lightning effect; securing use of large fans or blowers which are directed toward the dancers; playing of a storm effect record through an amplification system during the dance.

867. JOB PRESS IMPRINTS . . . Cooperation of printers, especially in smaller towns, can result in their arranging to carry a small imprint on theatre's coming attraction on many small jobs of printing which they turn out . . . the printer obtaining permission of merchants, business places that place orders, to include line on theatre's attraction.

868. ARCH . . . Lobby display can be so constructed that patrons enter the lobby through an "arch" . . . side panels being joined by an overhead cross-section.

Similarly, arches might be constructed about stairways, at bottom . . . constructing panels on either side of the stairs, and with a panel extending across sufficiently high for patrons to pass under safely.

Arch designs will be suggested by attraction (as, in connection with a musical, a couple of girls, one either side of stairs, holding gigantic musical notes which join overhead . . . and on which copy is inscribed).

Arches might even be adapted to sidewalk.

869. BIRTHDAY . . . Radio station featuring early morning "birthday program," dedicating numbers to those whose names are sent to station together with birthdays. If not too many, and if the program is not too frequent, all of those whose names are called might be invited as guests of theatre.

Birthday of star, if near playing time of attraction, might be the signal for a gigantic "birthday greeting card" to be prepared. Made after fashion of regular birthday card, space is provided where patrons may sign their names (*and handled as No.* 202).

Bakery might prepare a large cake for star's birthday, the cake being cut, in lobby, on evening of birthday; if in connection with stage-show, star appears and deals the cake out to patrons, or supervises it.

870. STAMPS . . . Display of stamps, used in lobby in advance, will make up an interesting display in connection with showing of travel story, or attraction having foreign locale.

Stamp dealer, or collectors of stamps, can usually supply framed stamp exhibits. Every town has many philatelists, and they will be especially interested.

871. NEWSPAPER INSTITUTIONAL ADS . . . If paper makes a practice of occasionally breaking ads in their own behalf—"selling" the paper, perhaps they might be persuaded to build an ad around the theatre (perhaps using a large picture of the front which carries current attraction copy), and including copy: "A job for (newspaper) . . . keeping the seats in this theatre filled (and into their sales copy.)" Similarly, a photo of staff at theatre might be pictured together with copy to the effect that the (newspaper) is responsible for the selection of this fine group, since they were all engaged through newspaper's classified ads. Institutional ad might picture star of coming attraction reading a copy of the paper (with copy of paper air mailed to studio for photographs). Newspaper might even sponsor contests in ad space instead of in news columns, in the interest of circulation; some papers do.

872. TUNE IN STAR . . . If star of coming attraction is scheduled to broadcast over radio, a receiving set should be placed in lobby or on sidewalk and tuned in on the broadcast. Display panels call attention to the coming attraction in which star appears.

Similarly, arrangements can be made with radio dealers throughout business section to place a radio on sidewalk in front of their business places, tuned in during the broadcast, and with lettered panels directing attention to theatre's attraction.

873. CURTAIN DISPLAY . . . 24-sheet, or other large poster can be mounted on cloth and attached to theatre curtain, lowering the curtain each performance, then bringing up lights . . . after a minute, blacking out lights and hitting the screen with trailer on the attraction.

Or wall banner can be similarly used, before outdoors use, attaching banner to batten and lowering as a curtain is lowered; or attaching directly to a drop or curtain.

874. COLUMNIST CONTEST . . . Newspaper contest might be based on efforts of amateur columnists . . . who are to base their columns on theatre's attraction and the stars who appear in it.

Winning "column" might be reproduced. Prizes and guest tickets for those adjudged the best. Regular columnist might sponsor the stunt.

875. EVOLUTION . . . Showing the passage of time or comparing the old and the new . . . emphasizing, by contrast, modern advancement . . . or recalling days gone by, these angles might be adapted:

Light and power company installing a window display that shows the evolution of illumination, from the beginning through various stages and up to present-day lighting. (Especially adaptable if illumination, or light, plays an important part in the story.) (Display might also be set up in lobby; or made a part of a lobby "exposition" which is designed to portray progress.)

Early radios compared with modern models. Similarly, typewriters, phonographs, telephones, dictaphones, or other articles. Boat models might show early sailing vessels and modern liners (or illustrations might be used). First telegraph system might be displayed, together with modern teletype machine (which might be preparing "messages," which are handed to patrons) . . . and in connection with this communications display, tomtoms of the jungle might be shown. Models of first airplanes might be compared with present-day models.

Popularly used products, as coffee, would show (through cooperation of distributor) modern methods of production. Similarly other manufacturers or distributors.

Old spinning wheel might be displayed, in a window, together with antiques, heirlooms and relics of all kinds.

A parade could be based on evolution of transportation. Old motor cars and new ones; stage-coach, or old horse-drawn vehicle, and a modern bus; old fire-engine and a modern one; modern tractors; and other things similar.

A window show of costumery, millinery or bathing suits would depict the evolution of fashions through the years. Living models might wear them on the stage, as prologue to the trailer, in advance of the attraction.

Photographs will show old scenes. Display in lobby or photographer's window might feature these old, locally-made photographs, most which will show changes in the city.

Automobile dealer can feature models of old cars in his windows, together with late models. Tieup cards might point out that the new model is the last word in transportation, and that (attraction) is the last word in entertainment.

876. FIRST YEAR MEN . . . Perhaps through school contacts or through cooperation of school newspaper, it might be arranged that first year men (at schools, colleges, military schools), or fraternity and sorority pledges, be required to keep other students posted on attractions at theatre, to be able to supply the information at any time on demand.

877. HUSBAND'S STAY OUT PERMIT . . . Card, for distribution, made up to resemble a license or permit, which carries imprinted copy: "Stay Out Permit. This is to certify that I have given my permission, of my own free will to (space for name) to Stay Out as late as is necessary to see (attraction). I hear it's a great show, and I want him to see it. (Space for name.)" At bottom of card is imprinted: "P.S.—This permit is hereby revoked, as I have decided that I must insist on seeing (attraction), too, and he'll have to take me along." Ad on attraction is imprinted on reverse side.

878. ROBOT . . . For street or lobby stunt a "mechanical man," or robot, can be constructed . . . making it out of tin, and after fashion of usual robots, grotesque, awkward, and several inches taller than a tall man, and mechanical in appearance.

Inside of robot, set up speaking apparatus, which is connected with microphone inside theatre and out of sight, through which attendant talks.

Or recording of star's voice, talking or singing, can be played, using a concealed turntable connected with the speaker. With the robot placarded: "This Robot . . . is bringing you the voice of (star and copy on attraction)."

Robot can be "animated" by building it so that a man can stand inside of same, and, concealed, can flash lights and supply animation, also possibly speaking (using amplification).

And, of course, a real "mechanical man" (a man who affects mechanical movements, for display purposes), might be occasionally effectively used in connection with a window display. In a window, the mechanical man would direct attention to a display, or change cards on an easel.

879. PROVERBS . . . Creation of proverbs can be basis of newspaper or radio contest. Submitted proverbs might be required to include title or a word of title. They might not necessarily be original, they can be old ones. Illustration for newspaper, reproducing scene from attraction, might require submitted proverbs to apply to the illustration.

Or contest might be based on contradictory proverbs . . . contestants to submit list of proverbs with one contradicting the other, (as: "A rolling stone gathers no Moss," and "A rolling snowball gathers Snow)."

Comedy proverbs can be requested in connection with a comedy attraction (and a reproduced illustration), as: "Pride goeth before a Fall . . . and then came Winter," or: "Many a True Word is Spoken in Jest (a Whisper)." Contestants can be asked to pick a proverb for the comedy star.

880. ORCHESTRAS . . . If attraction features music or song hits, bands will plug the numbers in their regular dance engagements and radio broadcasts, and possibly they will give theatre's attraction an announcement at the same time.

Free-lance orchestras, as well as those playing regularly in night spots, should be contacted.

If theatre's attraction has no song hits, orchestra can dedicate a number to attraction, or attraction star. Orchestra can arrange a complete program of numbers similar to one featured in theatre's attraction (with similar theme or titles) . . . or a program of numbers suggested by attraction's title or theme.

Perhaps an attractive display panel might be placed near or on the bandstand, which is naturally, the center of attention.

It might be possible to arrange a competition (for dance spot, or stage), between orchestras, publicizing it as a "Battle of Music," with local bands competing for a title, prize or trophy (the trophy to be named after theatre's attraction or star). Or, a "Battle of Music" (for lobby or radio) might be based on phonograph recordings of band coming to theatre or featured in theatre's attraction, and any other bands (with theatre's band given the preference in selection of tunes).

Arrangements might be made to have orchestras at several different places play a hit tune in succession, radio station picking up and broadcasting the different versions.

Orchestra can present a hit tune from theatre's attraction by presenting it as other well-known orchestras might present it . . . copying their style.

"Request Cards" can be supplied orchestras, carrying space for request tunes to be written in and the name of person requesting it . . . and carrying copy on theatre's attraction at bottom.

881. STREAMERS . . . Imprinted paper streamers can be effectively used in connection with any merchandising tieup, being attached to windows of cooperating business places.

A tieup with a bottler or cigarette distributor may be arranged, with streamers attached to windows of stores or business places handling the product. (Tieup line on streamer ties in the product and the attraction if possible. And most of space is devoted to the attraction.)

Ice cream might be named after the attraction; and might even possibly be molded in design suggested by the attraction.

Almost any merchandise from gasoline to groceries, sold in a number of business places, offers opportunity for a wholesale tieup; and printed streamers offer an ideal way to economically deliver the message at a number of different business places.

882. BEACHES . . . With time for opening of beaches and swim pools approaching, locations should be arranged for banners and display cards. Arrangements might be made to maintain displays, changing them with the attractions, throughout the season.

Boardwalk wheel chair might be built up as a miniature float, with panels carrying copy on attraction, and pretty girl riding along. Or girl can be merely busily engaged in "reading" a large book—which carries attraction copy lettered across it. Lettered swim suits can be worn by boys, or preferably, by pretty girls. Comedy attraction might suggest use of an old-fashioned comedy suit, with appropriate lettering on same.

Playing stage shows, stars and the girls in the show should be taken to beach for photographs for newspapers.

If theatre is near the beach, or bathing parties pass it going to beach, a bid might be made to get the bathers, inviting them to attend in their bathing suits (and assigning several rows of seats to them which are covered with oil cloth, or issuing an oil cloth cover to them as they are seated).

Check "Beach," "Bathing Girls" and "Swim" classifications for additional angles.

883. LETTERED SWEATERS . . . With shapely girls wearing them, will command attention at football games, or where crowds gather; or, with girls distributing heralds on street. Sweaters can be lettered across the front as well as across the back.

884. OIL PAINTINGS . . . House artist might paint several portraits of stars of a coming attraction, which might be outstanding enough to merit exhibition—in department store or prominent window (as an exhibit), if not in local art gallery.

Or, perhaps newspaper will carry reproductions of them, together with a feature story. Used as a Sunday magazine feature, the paper may accord them more space, might use a portrait of the artist at work, in addition.

When attraction comes along, the portraits can be placed on display in individual windows about town, with lettered card attached; or used for front display.

885. EYE-TEST CHART . . . (Optometrist's chart) is placed at one side of lobby . . . above a full-length, or large mirror. Across the lobby, a display panel on a coming attraction features a slight elevation, and panel carries copy, "Men! Take the (name of attraction) Eye-Test. Stand here . . . and see what you can see . . ." When they step on the platform (which faces them toward the eye chart), their weight throws a switch which turns on a light behind the mirror . . . illuminating a life-size cutout figure of a girl, or the feminine star of the attraction, which is placed behind the mirror; the mirror is of the transparent type, not opaqued, which becomes as plain glass when a light is flashed behind it. (Any glass dealer can construct the mirror.) Display is so arranged that complete darkness is possible behind the mirror when light is not flashed. During rush hours, a live girl might pose against an attractive panel (which carries copy on the attraction) behind the mirror . . . and the light might be placed on a flasher, so that it will flash on and off when a person steps on the platform (otherwise remaining off).

886. FOLLOW THE GREEN RIBBON . . . To direct special attention to a display on an attraction, a panel placed where patrons entering theatre must see it, carries copy: "Follow the Green Ribbon . . . to the Most Important Announcement of the Year" (or similar copy).

Narrow green ribbon attached leads through lobby, over panels—(out of the way, but following along the route that patrons must follow), and terminating at an elaborate display panel on the coming attraction, end of ribbon being attached to the panel. The two panels, to be most effective, should be some distance apart.

Gag can be used outside theatre, too, placing the first panel on a prominently located corner, with the ribbon (which is kept out of way of pedestrians) leading to a nearby window, which features a display.

887. "MISS PROXY" . . . Campaign on an attraction can be built about the selection of a girl to represent the star of the coming attraction . . . her selection in a contest to be based on her resemblance to the star; or votes, or other method of picking the winner might be used.

Cooperation of newspaper, civic clubs, organizations, might be secured, giving the star's "proxy" a welcome such as might be accorded the star in person (having her board train or plane at last previous stop). See No. 434 and No. 594.

Star can wire her congratulations to the winner (arranging with studio), with regrets that she must visit (city) by proxy and not in person, but appreciating courtesies shown her proxy. Wire might be read over radio, used in newspaper and blown up for lobby display.

888. MAYOR'S COMMITTEE . . . In connection with an outstanding attraction, or a special week which theatre is celebrating, the Mayor might be prevailed upon to appoint a special committee, whose duty it becomes to see that orphans and deserving unfortunates see the attraction as theatre's guests (on an off day, or at a slow hour). Passes are supplied to Mayor, who passes them on to Committee, which he appoints. It is the duty of the committee, too, to arrange transportation, which they might do through arrangements with transportation company or civic club.

Mayor takes credit for the stunt (which he should do, of course, and which reacts to his advantage). Committee does the work. And newspapers will undoubtedly give the stunt space, mentioning the attraction, perhaps using pictures.

Stunt might prove most appropriate the week before Christmas (with a good attraction booked, that Mayor can afford to endorse); or just before Thanksgiving.

889. DEBATE . . . Oratorical contest can be arranged in schools on subject suggested by theatre attraction. Trophy can be presented to the winner "with compliments of star of attraction." Announcements might be carried on school bulletin boards, or made in class rooms.

Joint debate on controversial subject suggested by the attraction might be arranged between luncheon club members, with newspapers picking the stunt up for a story.

890. BILLBOARDS . . . Strategically placed billboards, perhaps on main streets approaching downton section, can carry painted institutional copy in addition to space for 24-sheets.

Talking billboard might be constructed by wiring amplification equipment into it . . . concealing speakers behind large figure of star of attraction which is the center of a display. A recording of song numbers from attraction is played on concealed turn-table, equipped with record-repeater, broadcasting through the speaker; or announcements might be made. Figure, too, might be animated. Naturally, to justify its use, the "talking billboard" should be so located that there is a large amount of traffic by it.

Moving "billboards" might be constructed, to be towed, as trailers, by automobiles. Specially constructed, and not too high, the "billboards" can be of considerable length, and of just sufficient width to house the rear wheel. (Front end is attached securely to automobile bumper.) Might be lighted for a night flash.

Panels can be attached to street cars, buses.

891. COSTUMES . . . House staff, week in advance and during showing can be costumed as suggested by the attraction.

Contest for newspaper can be based on costumes . . . possibly for a fashion page feature, tickets being offered for the best costume designs submitted. Figure of star accompanies announcement of the contest, with designs to be drawn over the figure. Or, the costume designs might be made from cutout bits of paper pasted over the drawing or photographs; or from actual pieces of fabric which are pasted over the figure of the star. Best styled costumes might be basis of the contest, with added prize for most bizarre or unusual.

892. NEWSPAPER PRINTS FOLDER . . . Newspapers, for added classified ad coverage, have on several occasions published weekly a small folder, which is devoted about fifty per cent to theatre news, and fifty per cent to classified ads which are lifted intact from the paper the day the folder goes to press.

Theatre illustrations and stories lend it color and assure that it will be well received and read . . . the front page being given over to pictures and stories about theatre's coming attractions. Folder is distributed by theatre to patrons as they leave.

893. INSURANCE . . . Tieup might be made with Insurance company to supply heralds on a laugh attraction—the herald possibly made up after style of a regular policy, insuring the patron against laughing himself to death; or against thrills. Or it might assure a specified or satisfactory number of laughs.

Insurance idea might be adapted to a newspaper ad (consuming only small amount of space), guaranteeing, or "insuring" the most entertaining theatre experience, or the funniest laughs.

894. LOOK THROUGH CARD . . . Carrying imprinted copy: "Try this Eye Test. Stand before a mirror, Hold this card before your Eyes, Look Through the Opening." Small narrow opening is die-cut in the card, and other side carries copy that has been *reversed* (engraving made up), and an illustration (preferably a girl cut).

895. **OLD GENT** . . . Wearing long white beard, man in chair is wheeled about town by attractive girl. Copy on chair: "You're never too old to laugh at (or, "to enjoy") (and into attraction copy)."

Variation is man in Buster Brown get-up (kid costume), and wearing long beard, with "You're as young as you feel" copy on his back. Heralds, as described in No. 441, might be distributed.

896. **SHORTEST SYNOPSIS** . . . Prize (perhaps a theatre party for a group) might be offered person writing shortest synopsis of an attraction. Broadcasting station might sponsor the contest. Especially effective if the attraction is a lengthy one, or based on a lengthy book.

897. **STAR SHOT** . . . Trick herald, with large screaming headline, after newspaper fashion, carrying copy: "Star Shot (and then in smaller type:) the 'works' to give you the greatest picture of his career . . . etc."

Or gag is adaptable to trick newspaper ad setup after style of newspaper story.

898. **PAPER PLATES** . . . Secured cheaply enough in quantity, for distribution from house to house, paper plates might be imprinted with copy: "Don't bother to wash the dishes. Don't waste a minute. Use this paper plate so that after dinner you can rush right down to the (theatre) to see (attraction copy)."

899. **TESTS** . . . Where story deals with characters who, in real life, would be obliged to pass certain tests, or requirements, these tests can be used as basis for local contests, newspaper or radio.

At Annapolis or West Point, it is necessary to pass tests in higher mathematics. Or to secure a pilot's license (for use in connection with a story that deals with aviation), it is necessary to pass certain physical tests.

In lobby in advance, patrons might be invited to undergo one or two angles of the test (with qualified person in charge of the "test").

Different types of attractions would suggest different sorts of "tests." Local authority on such subjects might prepare the tests to be used.

900. **CIGARETTE GIRLS** . . . Arrangements might be made to attach card to trays used by regular cigarette girls in night spots.

Or, using sample cigarettes (from distributor of some popular brand, and which are generally supplied in miniature boxes of one or two), the cigarettes are inserted in small imprinted envelopes. Copy on the envelope ties in the cigarettes in catch-line at top, but most of space is devoted to theatre's attraction. Envelopes are then distributed about town (especially including restaurants and eating places), by girls who carry the cigarettes in the usual night club tray.

Distributed in connection with a thriller or a mystery-story, copy imprinted on envelopes can say: "Quiet your nerves with a (cigarette) after you witness (attraction)."

Using single cigarettes, loose, for distribution, a small rubber stamp might be made up, and each cigarette stamped with attraction title and cast.

901. SUBTITLE . . . Directing attention to attraction title, newspaper readers or radio listeners might be asked to submit an appropriate subtitle, required to be brief, descriptive, clever.

Occasionally, too, a subtitle added to the title of an attraction and carried immediately under it, perhaps in parenthesis, might serve to illuminate the title or to add to its appeal. A point to consider when confronted with a bad title or one that carries little appeal.

902. CHINESE YENS . . . Very cheap China coins, yens can be secured from a novelty company or an importing company. Or a bank might secure them. Imprinted tags are attached, or the "yens" are inserted in small imprinted envelopes.

Tags, or envelopes, are imprinted with copy: "Here's a new Yen for you . . ." Or: "Good Luck will ever be with you . . . carry this lucky coin . . . and see (attraction)."

903. TELL YOUR FRIENDS . . . A number of good friends of theatre, or manager, or theatre employees might be asked to tell *their* friends about an outstanding attraction. A letter is sent out, signed by the manager, or by individual employees who are acquainted with the persons addressed, enclosing a pass to see a show which is described in glowing terms, asking them in return to make it a point to tell ten of their friends about the attraction. Letter can conclude with: "If this is inconvenient, you can, of course, return the ticket; and the deal's off; but it's really a great show, and we want everybody to know about it; and we will be grateful to you for your aid, and feel sure you would enjoy the show."

Another similar angle would have an imprinted card, on the attraction, but with boxed space at top carrying copy: "Please do us a favor. Slip this card in an envelope and send it to a friend. We want everybody to know about this great show. Our thanks in advance, and your friends will thank you, too."

Or a matinee admission can be offered to those who bring to the theatre, unsealed, six letters, addressed to friends, that praise theatre's attraction. Letters are sealed, stamped, mailed.

904. LETTERED CURBING . . . A strip, some twenty-four inches wide, along edge of sidewalk in front of theatre, in advance of coming attraction, can be painted in, and lettered: "No Parking. Reserved for (name of attraction or star)."

Curbings about downtown section might be lettered, on vertical edge, with attraction copy. Or narrow printed poster can be posted on curb edge.

905. STORY ON PROJECTION . . . Critic or movie editor of newspaper may be interested in using a story on methods of reproducing recorded sound on motion pictures.

And, in getting the information first-hand from visit to theatre booth, he will also refer to the attraction being shown, or the film he inspects.

Or, the "interview" can be broadcast, radio station carrying a line into the booth, carefully planning questions and answers in advance.

Or, in connection with a stage show, a story on backstage operation of the presentation will naturally include mention of the attraction and stars.

906. AWNINGS . . . Merchants' awnings, especially in summer when they are in constant use, present excellent locations for attaching narrow strip banners. Either front or ends; though ends, usually nearer eye-level and a "head-on hit," will generally prove most effective. Stores might permit straight attraction copy to be carried, though they may require a tie-in line.

Use of a canvas sidewalk canopy can lend swank to a special occasion, as a "grand opening" of an attraction, or a society premier. Canopy would extend (under marquee) from front doors to sidewalk edge.

907. LEARN TO TAP . . . Display for a large and prominently located window features a small elevation which has a couple of small steps built around it (both sides and front) . . . display panel carrying copy: "Learn to Tap! You'll be so happy you'll want to dance after you see (attraction) at (theatre). Come on in, we'll teach you free!"

Pretty girl in brief dance costume serves as the instructor, running through a few tap routines herself; and a number of "stooges" had best be arranged, including several attractive girls and a couple of amusing fellows, who will "volunteer" (periodically) to go in and take a "lesson." Radio or phonograph (playing hit tunes from attraction, if any), can be used for the music, and window amplification system can carry notes and taps to those outside the window. Frequent mention of the attraction is made by the dancer.

908. RESORTS . . . Nearby summer places sometimes offer many potential customers if reached . . . by heralds, or bulletins, or any other method. Sound truck can be sent around. Displays or cards might be placed in the various resort hotels. Small cards, carrying transportation schedules (into town) and theatre ad can be distributed to various resort hotels.

Transportation is sometimes an important item . . . and arrangements might be made with trolley company to set schedules so that connections can be easily made. Small roadside (permanent) pointer signs can carry copy: "(Number) Miles to town and (theatre)."

Special rate for larger parties might be made, to attract them in groups . . . and such groups, including names, might be reported to the society editor for newspaper mention, names of all secured if possible.

909. CAST THIS PICTURE . . . With names of players in a screen attraction given, together with names of characters portrayed in the attraction, a contest, for newspaper or radio, invites contestants to correctly "cast" the picture—to attempt to line up correctly the names of the players opposite the names of the characters they portray in the picture. Names of all actors of any importance in the attraction should be carried. Newspaper would use photographs of the players whom the contestants are to "cast."

910. ANNOUNCING AN ANNOUNCEMENT . . . Small newspaper ads (on either theatrical or radio pages) and radio announcements ask all citizens of (town) and vicinity to tune in *any* local radio station at a specified time on a certain evening for an important announcement. (Important that all local stations be arranged.)

The "important announcement," when the appointed time finally arrives, proves to be an announcement, delivered in a dramatic and enthused voice, of the booking of an important attraction at (theatre). The attraction should really be outstanding, too.

911. DESKS FOR CRITICS . . . Small desks (one for each critic or reviewer attached to newspaper), are placed side-by-side in lobby (in advance) . . . large panel carrying copy: "These desks reserved for motion picture critics of (newspapers) . . . They won't want to wait a minute to write rave reviews . . after they see (attraction)."

Desks are equipped with typewriters, copy paper inserted in machines, ready to write. Smaller easel cards carry names of individual critics (if more than one).

Critics may be persuaded to express approval of an attraction in writing . . . attaching their letters to a lobby panel which carries heading, "The critics put it in writing!" Or newspaper ad might be headed that way, reproducing their letters.

912. STEEL ENGRAVING . . . Folder herald is imprinted, on cover, "Free! Here's a Steel Engraving of Washington. Suitable for Framing." Opening the folder reveals an ordinary one-cent postage stamp attached to upper right hand corner of inside page. Opposite the stamp is the imprint: "We cannot tell a lie . . . here's the engraving," and copy: "And here's the honest truth about a great show (and into copy on attraction)."

913. PAPER CUPS . . . Ad can be imprinted on regular flat paper drinking cups. Distributed, well in advance, to factories, offices, stores, swim pools, and wherever the drinking cups are used. Placed in container near drinking fountain or water container.

914. WHICH IS BETTER? . . . Contest is based on comparison of previously played hit show and current attraction. Contestants to give reasons for selections, or comparisons. Serves to compare present attraction with a previously played outstanding attraction, establishing it as a show of same high calibre.

915. BLACKBOARD . . . Used as the center of a window display. Attractively costumed girl writes a series of questions on the blackboard (questions suggested by theatre's attraction or about players), concluding the routine by writing the line: "Thrill to the answer to all these questions . . . when you see . . . (attraction)." Or, finishing final question, but not writing attraction title, she pulls down a small window shade which has been attached at the top of the blackboard . . . the window shade carrying lettered copy on attraction.

Giant blackboard can invite signatures under copy that welcomes star in newest film. Board can be divided into lined-off sections. Chalk is provided. Attendant asks patrons to "sign up." Board might be used in lobby; or adapted to street use, perhaps covering ver the front of some vacant store. Blackboard might be used to mask in the front of a new theatre under construction, with those passing asked to sign a "welcome."

Picture of Mayor or some celebrity signing the first name to the board might be good for newspaper space.

916. STOCKS, BONDS, BROKERS . . . If the attraction appeals to them or their customers, display panels or cards might be placed in various brokers' offices.

Stock teletype could be installed in lobby, connected in with regular stock quotations, and made part of a display on the show.

Might advertise for old stock, worthless now, to use in "papering the lobby." Offer passes for it. Use it to back up display panels. Carry an ad on stock quotations page of newspaper, and arrange to have paper place ad immediately below or beside quotations.

Folder herald can have front page designed after style of stock certificate, copy calling the show as "good as a gold bond . . . get your share of happiness," with words "bond" and "share" standing out. Inside spread and back page devoted in regular herald style to the attraction.

917. WATER BOY . . . Some communities go in for picnics in the summertime to a great extent. In connection with these outings, the theatre can render a service that will prove a great investment in goodwill, at slight expense, as well as selling current attraction; it's this: a keg or barrel is secured, equipped with a spigot, thoroughly cleaned and kept clean . . . and when picnics occur, the keg is filled with ice-water and ice, and mounted on the rear of a light delivery truck, it is dispatched to the scene of the picnic (or political rally, or wherever crowds gather).

Neat frame is attached to the keg, and a card on the current attraction is inserted in the frame; name of theatre is lettered above. Paper cups (perhaps imprinted) should be supplied.

918. CACHETS . . . Letters might be sent a special mailing list from abroad . . . arranging with film company to have their foreign representatives mail the letters . . . which are prepared and shipped to them, together with amount necessary for postage.

Mailing list should be carefully selected, and including editors, motion picture critics, radio commentators and stamp-collectors. (Perhaps stamp-collectors boast of a local club, from whom a list of members might be obtained; or newspaper might conduct a philatelists' column which might have names). Letters should be imprinted on thinnest, lightest possible paper. Booking of the attraction must, of course, be sufficiently far in advance to permit the letters to make the round-trip.

Foreign background or foreign star featured in a coming attraction might suggest use of the stunt. Cards can be mailed from place pictured in the attraction. Perhaps arrangements can be made to have the letters dispatched on a boat or plane that is making a first trip, with this noted on the envelope, or cachet, and being of added value to stamp-collectors.

"Message," written in English, praises the attraction, and urges person receiving the letter to see it when they have the opportunity at (theatre); can be signed by star of attraction or character in story; should be dated continental style (date of month before writing month).

Critics, editors, radio commentators, would be impressed by the novelty of a barrage of letters from all points of the globe. With a list that is limited to a select few, letters might be prepared and sent to points throughout the world . . . either to exchange branch offices, or the Consul in the different countries, enclosing a coin for stamps, and asking that the letter be mailed, explaining that it is an advertising stunt in connection with an attraction. "Messages" can all be signed by same name and while all are different, the general tone would be the same—"Everywhere I go, they're raving about (attraction). Be sure and see it when it comes to (city and theatre)."

919. MEETING TONIGHT . . . Person in costume suggested by attraction distributes cards through business section . . . cards carrying copy, in big type, "Meeting Tonight;" and in smaller type, "The place (theatre). The subject (attraction). The time, Tonight. You are hereby notified that you'll miss a grand evening's entertainment if you don't attend the meeting. Signed by whatever name the attraction title suggests.

Additionally, cards may be numbered and copy advises, "Bring this card with you when you come, and check this number. If it is posted in front of theatre you will attend as theatre's guest." In evening a group of numbers, arbitrarily selected, are posted out front.

920. PATRON WRITES AN AD . . . Newspaper ad or herald reproduces what is ostensibly a letter from a feminine patron. Addressed to manager, it says: "Sometimes you get my goat. Your ads use all the adjectives in Mr. Webster's book in describing (star) in (attraction). Granted that it's a great show, are all the adjectives really necessary? I abhor adjectives!" Sign feminine name. Then add postscript, "Dear Mr. (Manager). Since writing the above I dropped into the (theatre) and saw (attraction). Why didn't you tell us that star (and into a rave on star and attraction that includes dozens of adjectives)."

921. CAMERA RECORD . . . Photographs may be made of all important local events, as a "record." Photographs turned over to Chamber of Commerce for preservation, but first they are exhibited (same night as taken, if possible) in front of theatre or in lobby. And in shooting the picture, with all eyes naturally focused on the cameraman, banner can be displayed which says: "See this picture on display tonight in the lobby of (theatre) now playing (attraction)." Wherever crowds gather, photographs might be made; and perhaps arrangements can be made with photographer to have him make the pictures in exchange for mention on the banner and on the panel in theatre lobby where pictures are displayed.

It's an excuse to get the attention of the crowd focused on the banner, and may bring some of them into the lobby and perhaps on into the theatre.

922. RUNNERS . . . Couple of long-distance runners, in track clothes, will attract attention racing leisurely down main streets, signs on their backs carrying copy: "We're running to (theatre) to see (attraction)." Or, similarly, girls on skates.

Runners can be sent down the main streets ahead of a parade. Or in connection with a track meet, they might be sent around the track before regular races begin.

"Hiking contest" can be staged, with a group of boys starting from newspaper office, or from city hall (where some official might "start" them), and racing to theatre (by a round-about course, if theatre is too near). Or group of girls might be used, perhaps the girls in a stage show.

923. ROULETTE WHEEL . . . Or lucky number spin wheel, such as are used at fairs and carnivals, may be adapted for lobby use. Being made a part of a display on an attraction, free admission is offered patrons if the wheel indicates a certain number when stopping. Or, instead of numbers, copy lines might be used, as suggested by the attraction (as, in connection with a baseball story, "home-run" for the winner, and other spaces marked with baseball terms). Each patron is permitted a single spin. Or, wheel can be animated, by connecting to shaft which is driven by worm-geared motor. To start and stop the motor (and the wheel), a chain-pull socket is used to turn current on and off, an oscillating fan, to which the chain is attached, throwing the switch on and off as the fan turns. (Oscillating electric fan.)

Real roulette wheel, or other gambling paraphernalia might possibly be secured from police department.

Though especially adaptable to an attraction having a gambling theme, a spin wheel might be used for any attraction. In connection with a girl show, indicator might be made in the shape of a girl; and similarly other attractions will suggest other designs. Wheel can be designed so that it flashes a series of lights when turned; certain light, or certain color light, winning free tickets if the wheel stops there. If not motor-driven, attendant might keep the wheel turning, when patrons are not engaged in spinning it.

924. INVITE PLAYERS . . . Local football or baseball team might be invited as guests on opening night of an attraction . . . or on night of big game, or evening before. Sports writers should be invited, too; or perhaps, the stunt might be arranged under newspaper sponsorship . . . with attendant newspaper stories. Cheer-leaders might lead cheers from the stage, if teams are school or college teams.

Boxes or seats reserved for the players should be decorated in school colors. Or, if both teams are invited, the colors are divided.

925. SIDEWALK ARTIST . . . With easel, canvas, all embellishments, an artist, costumed in smock and beret, obviously painting a scene will attract much attention. Periodically, as the attention of a crowd has been attracted, the artist lifts the painting off the easel revealing an ad on theatre's attraction (which has been concealed under the painting). Or, artist might clown the action, knocking the painting off the easel apparently accidentally. Or artist might be actually painting a picture of the star of theatre's attraction, with copy on attraction already lettered in.

926. ART EXHIBIT . . . Mezzanine or lobby exhibition of paintings, or other types of art, may be arranged in a tieup with art school or art institute. Might be suggested by a certain attraction; perhaps certain type of art or type of painting (as westerns, or seascapes) might be suggested. Exhibition is tied into attraction copy and announced in ads and on front panels. An authority should be on hand to describe the paintings and to make certain that amateur Rembrandts do not draw penciled moustaches on painted figures.

927. HANDSOME MAN CONTEST . . . A travesty on beauty contests might be effectively staged at a luncheon club, and will get a lot of attention from club members and supply an entertaining program . . . besides assuring constant mention of the attraction. Letter is sent secretary of club by theatre manager, advising that the manager has been requested to present guest tickets to the most handsome member of the club, with the compliments of feminine star. A postscript to the letter suggests that members vote to select most handsome member . . . assuring that the contest will become an interesting and entertaining fifteen minutes. Arrangements should be made in advance with the club secretary to assure success of the stunt. Newspapers might carry a photograph of the "winners," together with cut of the star and story on attraction. Stunt might be staged in connection with "personal" appearance of star of stage show at the luncheon club, with star presenting an autographed photograph to the winners.

928. COMMUNITY WEEK . . . Dedicating each evening to a different nearby community, or to a different organization or civic club, those identified with the organizations or living in the different communities are urged to attend on the designated nights. Organizations are contacted. Leading citizens of various communities, or heads of community organizations, or mayors, might cooperate. Newspaper, in connection with community attendance, might sell a page of ads to merchants in the community. Radio programs or broadcast announcements can "salute" each community on the day assigned them (and selling spot announcements).

Glee clubs, bands, marching organizations that the different organizations or communities may boast of, might be brought along on the different nights, perhaps marching to theatre, or playing in front of theatre or on stage.

Special section might be reserved. Welcome panels in lobby.

929. "IF IT RAINS" . . . Teaser ads in newspaper, beginning a week in advance, carry copy, "If it Rains (day) (town) is in line for a treat! Will it Rain? And What's going to Happen if it does? See (day's) paper for Details." On the designated day, newspaper ad announces that if it rains opening day, the first twenty-five persons reaching theatre box office after it begins to rain will be admitted free.

Though especially adaptable to attraction that refers to weather in title or theme, will arouse curiosity and cause talk in connection with any attraction.

930. PERFECT SCORE . . . Theatre can tie in with any game that may be popular, by offering tickets to see attraction for highest score of week, or for certain difficult shot or score.

This goes for pin-ball machines, or golf courses, or shooting galleries —any game where competition or interest is keen.

Plenty of display material for the theatre is, of course, incidental.

931. DESK TYPEWRITER WINDOW . . . Tieup with office supply store or furniture store, placing small desk in window, close against glass with desk facing away from window.

Paper is in typewriter on the desk, and apparently a letter has been started in the machine . . . addressed in fond terms to some male name and enthusiastically telling about theatre's attraction . . . and being left unfinished. (Desk is close enough for those outside the window to read the "letter"). Framed photo of star is on desk.

Or the desk and typewriter might be made the center of a display, with copy to the effect that everybody's talking about the picture, raving about it, *writing* about it.

Paper in typewriter can be lettered, using typewriter style.

932. READING ABOUT YOU . . . Some one employee, perhaps a cashier or secretary, might be assigned the duty of daily checking through the columns of the local paper, clipping out every mention of some local person where the address can also be obtained (perhaps from city directory or telephone directory, if newspaper story does not carry it). Name, in the clipping, is underlined.

These clippings are attached to folder cards, which carry space for address on the front fold, and the imprinted copy: "We've been reading about you!" On opening the folder, imprint at top of the inside spread carries copy: "Here's what we've been reading about you." Then there's a blank space (about half the total card space) where clipping is to be pasted. Beneath the blank space is the imprinted copy: "Now we hope you'll read about us." And beneath that line of copy is more space where person handling the clippings is to write in a brief message about theatre's attraction. With "Best Regards," theatre's name is printed at bottom of card.

Naturally, only clippings used are those where the publicity reflects definitely favorably to the person mentioned. (Reporting of traffic fines and husband shootings are not used.) Neighborhood houses would only clip those names where addresses indicate that they might be potential patrons.

933. BEACH UMBRELLAS . . . Lettered with name of attraction and theatre name, might be supplied swimming pools and beaches, well in advance of attraction.

Perhaps traffic police stationed in center of streets can use large umbrellas to protect them from the elements. Umbrellas are attached to stands. Permanent copy could be lettered on; or copy can be changed as attractions change; using oil paint.

Newsstands on street corners might use large lettered beach-umbrellas.

934. BALLOONS . . . Large captive balloon, above theatre, will command considerable attention. Balloon is lettered, or carries banner, or cutout letters (from cloth) attached to light net. Rubber companies often have balloons available, and possibly use of one can be secured in tieup with tire dealer. Inflated with oxygen. Spotlighted at night. Attendant must be constantly in charge while balloon is in the air.

Blimps . . . constructed and piloted about the country for advertising purposes by the Goodyear Rubber Company, might possibly be brought to town in tieup with local tire dealer, if arranged well in advance. Blimp can tow banner on theatre attraction . . . theatre running trailer in advance, heralding blimp's visit. Local critics, officials, should be given a ride.

Small captive balloons, of some size, yet small enough for a man to hold, or for several men to hold, inflated, lettered, might be led about town by costumed men. Balloon may be included in parades. Star's face might be painted on the balloon.

See No. 382 for toy balloons.

935. SCHOOL BUSES . . . Perhaps arrangements can be made to have school buses (generally privately owned) bring in patrons from rural districts on a certain evening of each week. Drivers can advise prospective patrons of the planned trip, through the school children whom they transport daily. Or, in connection with an outstanding attraction, principals of rural schools might be contacted by letter, urging them to have school buses bring in the children for a special Saturday morning show.

936. FAIRS . . . Where state and county fairs and expositions attract large crowds, arrangements may be made to install a booth on the grounds (fair authorities might permit it without charge in exchange for theatre cooperation; or concession fee might be made a nominal amount).

The booth offers visitors a place to rest. Interior is decorated with photographs and displays on current and coming attractions, and heralds are handed fair visitors urging them to include a visit to theatre to see (attraction).

Any incidental expense can be handled by arranging to place a stereopticon atop the concession, flashing slides across midway and on screen placed above another concession booth (or other location), and including (together with numerous theatre announcements) ads for several merchants, who share the expense of the booth. Permission to operate the stereopticon should be included in making arrangements with fair authorities for the booth concession.

Several attractive girls, costumed, invite crowds to come in and rest awhile. They serve ice water, direct attention to theatre's attraction. Radio should be installed.

937. **KID CHAMPS** . . . With cooperation of newspaper and radio station, a championship marble tournament (or soap-box derby, or kite-flying contest, etc.) might be staged . . . with a trophy or medal ("from star of theatre's attraction," or named after the star), to be presented to the winner. Perhaps additional prize, maybe a trip, can be arranged.

Paper should carry stories, and also a photo of winner and trophy.

938. **IRISH** . . . When characters in an attraction are definitely Irish, or title or theme of story suggests appeal to the sons of Erin, a green color scheme should be used in lobby panels and front displays, using shamrock designs (perhaps framing stills in mats cut shamrock-shaped). All printing should be done in green ink. Stores should feature green in their windows.

Irish neighborhoods should be billed. Or, securing mailing lists from Irish organizations, cards might be sent them, calling their attention to the attraction. If the Irish in town are strong enough, perhaps an Irish Night can be arranged, with band from Irish organization (if there is one), parading to theatre.

Irish jokes might be made the basis of a contest for newspaper or radio. Or, contest might select prettiest Irish colleen, or most handsome Irish cop...with winners to be honor guests opening night.

Boy and girl in Irish costumes will attract attention . . . perhaps distributing heralds on the attraction through the business section. Or, a couple of Irish (costumed) lassies, travelling about downtown section, could carry small green parasols, on which the attraction title is lettered. They might pin small green ribbons (carrying attraction imprint), on persons they meet on street. Shamrocks can be secured in quantity, too, and attached to small imprinted card and distributed (the small manufactured shamrocks ordinarily sold on St. Patrick's Day).

Irish flags might be displayed.

See 309, 603, 880.

939. **FRENCH** . . . Paris "sidewalk cafe" can be set up for the front, with awnings and with attractive girls in brief Frenchy costumes serving promoted coffee or tea, or other drink. Perhaps

"sidewalk cafe" might be made a lobby feature in advance of showing of the attraction.

Perhaps a gendarme's costume can be secured from a costumer for the doorman or barker.

If style angle enters into the story, hat boxes may be used for an effective display, with title lettered on the boxes. For a street flash, a couple of girls dressed as French maids can carry hat boxes, on which attraction copy is lettered. (No. 569 can be adapted to hat box.)

Fashion angle may prompt presentation of a style show as a trailer prologue. (*See* 26 and 131.)

French consul should be invited to the opening, perhaps introduced over radio. Those of French nationality in the town should be reached; perhaps through a nationality organization or a language newspaper.

Fashion shops and stores should be glad to tie up dress displays or style trends with the attraction, for ads or windows, and using illustrations from the picture. Florists and bakers offer logical tieup possibilities.

Herald made up partly in French, or on style of flashy, spicy French magazine, with attractive girl illustrations, might be used.

940. STROLLING TROUBADOUR . . . Man (or girl), costumed, strolls about downtown streets strumming a guitar, or playing an accordion (possibly playing hit tunes from theatre's attraction). Or he might appear in theatre lobby, or visit restaurants and night clubs.

Ribbon across front of the strolling music-maker carries lettered title of theatre's attraction; or a sign on his back carries the copy.

A small amount of cash might be turned over to paper for their pet charity, with the story that it was handed to the strolling musician by persons who had mistaken him for a street singer, not noticing that he was advertising (attraction) . . . and with possibility of consequent story.

941. LUCKY DAY . . . Folder herald, outer page carrying copy, "This is Your Lucky Day . . . (and then in smaller type:) Read what the Stars Say . . ." Inside folder is copy, "IS this your Lucky Day . . . Just read what the Stars say about (attraction) . . . and YOU can see it NOW!" Follow with quote of comment of motion picture players, or radio or stage stars, about production, and attraction copy on the attraction.

942. AUTHOR . . . Lobby or window flash, selling author of story: Against a display panel, large cutout replica of a fountain pen is attached, at an angle away from the panel, with the "point" resting near the panel. Copy, in script style, connects up with the "point" of the pen, the pen apparently having written the message—copy to the effect that the high-voltage pen of (author) wrote the story.

Using battery, stepped up through a *Ford spark coil;* or 110 *volt* (*house current*) through a *toy transformer* and a *Ford spark coil,* wires are connected behind the "pen" and into "point" . . . one wire in point, the other coming through the panel where the point touches . . . the two wires, almost touching (1/8" apart), will spark.

Weight of person on carpet might press switch that turns the display "on." Display should be worked out by an electrician, and *protected from patrons touching, as the spark will shock or burn.*

Miniature of the idea can be used for center of a window display, perhaps using real fountain pen which sparks continuously.

Typewriter could be set up as the center of a lobby display . . . with sheet of paper in the typewriter carrying message (lettered on typewriter-style, but several times larger than typewriter type), "(author) has written another master mystery (and attraction copy)."

943. PIN TALE ON DONKEY . . . Old Hallowe'en game (of blind-folded person attempting to pin a detached tail, in as nearly the correct position as possible, on a large picture or cutout of a donkey) might be adapted to many displays, as inviting patrons to correctly pin a moustache on photo of star; or a cigarette (to be pinned as though in mouth of star). Or similarly other items.

944. SWEET NOTES . . . Girls costumed in long black, form-fitting dresses, of velvet or similar material, with a large, white musical note on each costume, might be featured on a float, or as center of a display which carries copy, "Sweet notes from (attraction)."

If girls can sing or play, they might introduce attraction song hits at luncheon clubs, night clubs and over radio.

945. DREAM GIRL . . . Tieing in star of a coming attraction as "The Girl of your Dreams," a display placed in theatre lobby features a "dream girl" in person—a personable young lady who is stationed in the booth, and who offers to analyze and interpret patrons' dreams. Display panels carry copy: "Ask the Dream Girl," and refers to attraction as "The show you've dreamed of." Girl uses an ordinary "dream book" (from a book store), and concludes each "analyzation" with prophecy that the person will soon be much happier, when (attraction) is witnessed.

946. ORGAN LIFT . . . Where theatre is equipped with an organ console lift, it might be effectively adapted to trailer-prologue stunts . . . raising the console just before trailer, with appropriate display, or person in costume atop the console. Action as suggested by the coming attraction might be presented, if using persons in the "prologue;" then blacking out spotlight, and hitting the screen with trailer on the attraction.

947. BOY'S BAND . . . Newspaper, and theatre can cooperate in sponsoring a band. Useful especially in summer months when schools are not in session and school bands unorganized. Perhaps some sort of uniforms might be promoted, or benefit show staged to buy uniforms. Concerts to be held during summer, in park (at time when not competitive to theatre), or in theatre.

And, with the band organized, it can naturally be used for parades and grand openings, and other exploitation of theatre attractions . . . also affording an easy, and in fact a welcome way, of crashing parades where ordinarily any kind of theatre advertising would not be permitted.

948. THANKS . . . Inserts that will receive a pleasant reception, to be inserted in bread or packages, can carry picture of star, or full figure of one of girls from attraction. "Thanks for your Patronage," is imprinted above the photograph; and below, the name of cooperating merchant. Reverse side of the insert is devoted entirely to ad on theatre's attraction.

949. BOY SCOUTS . . . As feature of ceremonies attending "grand opening" of an attraction, group of scouts could parade to theatre, as a special "guard of honor;" they might be led by a scout drum and bugle corps, or band.

Scouts can be enlisted in securing dependable city-wide coverage with special heralds.

"Boy Scouts Week" could be celebrated by having scouts "operate" the theatre for an evening. Scouts are appointed or are elected by Scout vote as "guest manager," "guest stage manager," and to all other posts. Those appointed are permitted to accompany the real employee, and observe, and perhaps being permitted to perform some duties that they can safely take care of. Newspaper should go along for stories, and perhaps photographs. A ticket sale benefit might be included in the arrangements, scouts selling tickets, receiving a percentage of the sales.

950. JOKE BOOK . . . Regular paper-back joke book used in connection with a window display. The book is opened at an especially amusing gag, and attached to a display panel which carries copy: "Funnier than all the gags in all the joke books ever published (and into attraction copy)."

Especially adaptable to some attractions: as an Irish joke book, to be used in connection with an Irish story that stresses comedy.

Folder herald can carry imprint on front cover: "(Star's) Joke Book" (and attraction copy). Inside folder, several stories are printed, and they must be carefully selected, definitely clever and funny. Straight attraction copy on back page.

951. ORIENTAL, DESERT, INDIA . . . Veiled harem costumes might be worn by usherettes, or by girls who distribute heralds through downtown office buildings and stores.

Imprinted envelopes used for distribution contain a small amount of white sand or granulated sugar. Catch-line refers to sand, as, "Across the desert sands, comes (attraction copy)," or top line might say: "Let this Lucky Sand Guide your Destiny. It suggests that you will find two hours of Happiness . . . when you see (attraction)." "Arab" in lobby can tell fortunes for patrons from sand.

Oriental atmosphere can be given front and lobby panels, featuring a minaret design (the pinnacled turret that tops a mosque).

Arch in lobby through which patrons might enter can be constructed in the shape of a minaret. Used in advance it is lettered: "Enter here for Happiness. You will find it when you see (attraction copy)."

Perhaps a small group of Oriental musicians can be located, costumed and seated in lobby, playing on native instruments. Dancer, in Oriental costume, might periodically go through an Oriental dance routine to their music.

Man dressed as a sheik might be used on the street, either walking or riding a horse.

Stores tieups can include perfume, jewelry, rugs, silk, dates, and figs, and, of course, Oriental shops.

Couple of "natives" carrying a sedan chair about town will attract attention—a covered chair, carried along by means of parallel handles that extend underneath it . . . pretty girl in the chair, wearing half-veil and costumed, handing out heralds; or copy might be lettered on the chair. Chair might be "parked" at curb in prominent downtown spots while girl enters cooperating store.

Novel department store window can feature a fine carpet, which is held by wires in "flying" position . . . off floor, and slanting upwards towards back of window. Cutout figures of characters from attraction are placed on the rug. Card carries copy, "The Magic Carpet of Bagdad couldn't have brought you greater Happiness (and attraction copy)."

952. **MAGIC TELEPHONE** . . . Display in lobby features a telephone. Panel carrying copy, "Lift the Receiver . . . and hear an important announcement!" "Or lift the receiver and listen to the newest song sensation!" Lifting of the receiver can flash a light or sound a buzzer in theatre office, signaling someone there to make a brief announcement into the telephone or to start phonograph.

Panel can carry copy: "Talk to London Free!" Person answering phone beginning with "This is Robert London, telling you about (attraction)."

953. **UPPER WINDOWS** . . . Stores having second story, and located prominently, may permit upper windows to be lettered with attraction title, one large cutout letter in each window.

Or if windows are sufficiently large (perhaps full plate glass windows) a large panel may be placed on display.

954. **DIALECT STORY-TELLERS** . . . Basis for contest for stage, radio or newspaper contest . . . where theatre attraction suggests a certain nationality. Stories to be told in the dialect of the nationality suggested.

955. **LAUGHING HYENA** . . . Secured from the zoo, in connection with a comedy, and used, in a cage, in window or lobby. Copy on panels to the effect that the laughing hyena has right to laugh, as he has seen (attraction).

Or, banner might be attached to hyena cage at the zoo.

956. **MOTORCYCLE PARADE** . . . Through motorcycle clubs, arrangements may be made to secure the services of members, having them assemble at some convenient point, riding to theatre together, as escort for film or star, or as a feature of a parade. If broadcast "grand opening" is staged, motorcyclists might be timed to arrive at theatre during the broadcast.

Lettered panels, or cutout letters, attached to bikes in front row might carry name of attraction. Or banner might carry copy: "On our way to (theatre) to see (attraction)." If celebrity or personnel of stage show is being escorted to theatre, banners might be attached to sides of car or cars. Police motorcyclists should be set to lead the parade.

957. **LETTERED GIRLS** . . . For a novel beach or swim pool flash, attractive girls can wear low-back bathing suits. Copy on attraction is lettered in water-color on their bare backs. (And girls

to stay out of water as long as lettering is to remain on their backs.)

Lettering might read: "Meet me at (theatre) . . . I'm going to see (attraction)." (*See Photos.*)

958. COLOR CHANGES . . . Figure, or illustration, disappears if gelatine or cellophane of same color is made to cover it.

Based on this, two illustrations may be painted on the same display panel, one over the other, one illustration in red and one in blue, with revolving wheel, half of which is red gelatine or cellophane, other half blue, in front of the panel. When illustrations are covered with red, the illustration done in blue will show . . . when the blue gelatine covers over the panel the illustration in red will show. Thus a change of character or dual role might be shown.

Or, instead of a revolving wheel to change the colors, a panel, half red and half blue gelatine, may be made mechanically to move up and down in front of the display, so that the illustration is alternately covered by each of the two halves.

However, animation is not necessary to get the effect. Two panels, with openings covered in with the desired colors of gelatine might be placed in v-shape, so that they meet in the center, in front of the display panel. Thus, a person moving from one side of the display to the other, views it through gelatines of different colors.

Or a figure of a star, or other illustration or lettering used in a display panel, can be represented merely by outlines, the outlines being cut out, stencil-like, the openings being left as wide as the painted outline originally was. Back of the display a revolving disc is placed, half of which backs up the cut out lines with a contrasting color. Other half of the disc is painted same color as panel. When half of disc that is identical with panel background is back of the cutout opening, no figure is visible. (*See Photo Section.*)

959. BEST HAND PAINTED SIGN . . . Offer of a cash prize of several dollars for the "best hand painted sign" on an attraction, to be brought to theatre unwrapped on opening day at a specified time, will assure a great many perambulating displays. Schools might cooperate.

960. SMOKE . . . Comedy "Indians," in full costume, and wearing "war-paint," can stop on prominent corners and proceed to make "smoke-signals" (using smudge-pot) in Indian fashion . . . then holding up the blanket, revealing lettering (inside the blanket): "Signaling to call your attention to (attraction)." "Indians" can clown the smoke-signaling business, coughing in the smoke, etc. One red man might beat a tom-tom.

Or, tom-toms alone might be used . . . with one "Indian" squatting on corner, pounding the tom-tom while other savage war-dances. Then displaying inside of blanket which carries attached sign cloth, lettered: "We've left the reservation because we've got a reservation at (theatre) to see (attraction)." Or "We're making heap big noise for (attraction)."

Smoke for use in connection with displays can be chemically created. (*See diagram page in Photos Section*). Or, burning incense might be used. Dry ice in hot water can supply "smoke." Steam from radiator exhaust valve (where steam heating system is used), can be piped to front of theatre (as top of marquee for a display).

961. VENETIAN BLIND . . . Display can be made up after the style of a venetian shade; or a venetian blind might actually be used: Copy or illustrations being painted on each side of the blind, and the scenes changing as the panels in the blind are reversed (which might be done by use of a small motor). Also, an illustration or panel can be placed behind the blind, being visible through the blind when it is open . . . thus delivering three separate messages or illustrations. Oscillating electric fan can be hooked up to pull the shade as the fan swings, a small spring at the bottom of the shade returning it to first position with return swing of fan.

Idea can be adapted to a large display, using larger panels which just meet, side by side, or horizontal and one above the other, swiveling at center of each panel, and animated together.

(*See Photos and Diagrams.*)

962. ANIMATED BLACKBOARD . . . Panel for lobby or window display, is designed to resemble a blackboard.

However, black cloth is used for the "board" . . . copy on attraction being lettered on with white water-color (in irregular style, resembling chalk on a blackboard). Figure on the board, apparently drawn on with chalk, is made to move . . . as a large face, with the eyes made to roll round and round, or a figure which continuously waves a hand. It's done by using magnets behind the cloth . . . which are attached to a small wheel (for a round-and-round motion), or to a motor-driven arm. The figure or "drawing" on the board is painted on with white paint, except for the part that is made to move, which is cardboard. Small piece of metal is attached to cardboard at point where magnet makes connection.

963. LONG HANDLED UMBRELLAS . . . To add to their attention-getting value, the handles of lettered umbrellas used for street bally can be lengthened, raising them several feet higher than an umbrella would ordinarily be carried.

Long-handled umbrellas afford an excellent opportunity of getting advertising into a football game or other place where crowds gather.

964. SAFETY . . . Cooperation of police department might be secured, if attraction stresses safe driving; or, dangerous driving portrayed in a story can be used as an object lesson and an argument for safe driving.

Cards could be headed: "Drive Safely, and see (attraction)." Or attraction, or title, may suggest other safety tiein angle, or catchline. Title is included in copy. And because of the safety copy, cards might possibly be placed on poles, and in spots where ordinarily police permission would not be granted.

Slips carrying similar copy might be printed to resemble police "tickets" (with police permission), and attached to windshields of parked cars.

Newspaper, possibly with police cooperation, might list each day, the license numbers of several cars, the drivers of which were observed driving carefully, and who are to receive guest tickets. Might limit it to safe women drivers.

Attraction should be screened for judge of local traffic court. Perhaps he will sentence speeders to see the film . . . thereby creating a news story. Prize can be offered for best safety slogan that ties in attraction title. Theatre's kiddie club might adopt a safety pledge . . . promising to cross streets carefully, to be careful when riding bicycles or skating, to avoid playing in streets, etc.

Insurance companies should cooperate with heralds and newspaper ads that direct attention to the attraction. Taxi ads might urge the public to ride safely in one of their cabs to (theatre) to see the attraction. Tire, brakes, garages (for steering gear) offer "natural" safety tieups. (See 504.)

965. INSURE PRINT . . . On noteworthy production, insurance company might issue a policy (for the advertising), insuring the print while in the city.

Arrangements may be made to store print in bank vault, bonding all who handle it, with police guard to and from bank.

And, to make the gag effective, newspaper story is essential.

966. HILL-BILLY BALLY . . . Mountain musicians, in costume and playing hill-billy tunes . . . using them as lobby flash, or in window or on truck.

Panels, or banners are lettered, "No . . . There Ain't No Hill-Billys in (attraction) . . . but there's goin' to be Hill-Billys in (theatre) when (attraction) comes to town . . . 'Cause we're A-Goin' To See It. We hear as how it's a great show."

And, of course, if its a hill-billy story, the mountain music bally can be used "legitimately."

967. WHY I WANT TO SEE . . . Easiest of contest angles, for newspaper or radio, is based on these words, "Why I want to see (attraction)." Newspaper illustrates with scenes from the show.

968. DIFFERENT ROLES . . . Photos of star in different characters played in his most popular pictures can be imprinted on cards (which can be distributed, over a period of several days), in tieup with bakery or laundry or store. Copy on current show is carried on one side of the card . . . with illustration of star in previously played role on the other side, with different photos from previous characterizations on different groups of the cards.

Imprinted copy offers ticket to see newest hit, with compliments of cooperating business place, to those collecting a complete set of the photos. (Controlling number by limiting one of the sets.)

Or the several stars appearing in the same attraction might be pictured on different sets of the cards.

Radio contest can present, throughout a program, "clues," to former roles played by the star of a coming show, with tickets for first so-many listeners phoning correct identification. "Clues" may be a line of dialogue from a previous hit, or the name of a character, or some fact pertaining to a previous film. Or, radio contest can be based on identification of star of a coming show, interpolating facts about the star through a program, asking "Who is he?" Best written identifications get tickets.

969. BACK-DROP . . . Where a spacious lobby permits, a permanent display might be constructed to resemble a theatre stage, "proscenium arch," with shallow platforming back of it. Painted back-drop backs up the opening, being designed to carry a scene from a coming attraction, or a scene suggested by it. Lighting from the front is designed after fashion of footlights. Easels at sides of the "stage" can carry copy on coming attraction, and cutout or built up displays can be displayed on the "stage" against the painted background. Or entertainers may be featured. Should be well lighted in deep colors.

Backgrounds can be designed, to remain for some time, with the attraction scenes and billing in front changing as the attractions change. In summer, a snow scene or beach scene could be used.

Enlargement of a scene from a coming screen attraction might be centered against the space (as a motion picture appears on the screen), with display panels carrying copy on the show. "Scenery" can be stored and used again.

970. MOVIE HERMIT . . . Person who has never seen a motion picture will prove to be good for an interesting newspaper story. Locating him (perhaps at old folks' home), he should be invited as newspaper's guest, being escorted to the theatre by a newspaper reporter. Attraction should be one that will prove definitely impressive, and a friendly newspaper man can build an interesting story out of it.

Playing stage show, might have him meet the folks in the show, too, photographing him surrounded by show girls.

971. DEPARTMENT STORE ANNOUNCEMENTS . . . Many department stores are equipped with amplification equipment that carries announcements to all parts of the store. Perhaps arrangements can be made to have announcements of theatre's attraction made several times daily in the store . . . possibly in return for a store display placed in theatre lobby, or in connection with some store-theatre cooperation.

972. HUNTING, FISHING . . . Occasionally fishing or hunting plays an important part in an attraction, perhaps in a short film that might be worth "selling."

Appeals to local fishermen, or hunters, follow naturally. Mailing lists can be obtained from sports goods stores, or from fishing and hunting license bureaus. Isaac Walton Societies and fishing and hunting clubs should be reached.

Window displays in sports goods stores might feature displays of equipment and mounted fish (or stuffed animals).

Well known local big-game hunters (or exponents of the rod and reel) might be interviewed, for newspaper or over radio (basing interview on attraction).

973. PRINT PRESS . . . Arrangements made with a printer to transport a small printing press to theatre lobby, where it is set up and operated, printing heralds on theatre's next attraction. Display panels carry copy: "Here's News! Hot off the Press!" Heralds are handed to patrons as they are printed. Serves as an ad for the printer, too, with his name being imprinted at bottom of the heralds.

For small town use, or where satisfactory printing is not available, a small hand press can be secured at nominal cost, together with sufficient type to meet ordinary requirements. Member of theatre staff might operate it. Regular circulars and handbills can be printed for distribution, and small cards which carry the week's program. Or a mimeograph might be made part of equipment.

974. KITES . . . Occasionally some kite enthusiast appears who is capable of building a kite that can carry a light banner, name of attraction being lettered vertically on the banner.

In making a bid for kid business, ordinary kites will prove of value, if seasonable, as prizes; or if possible to secure them cheaply enough, given to all kids attending. Theatre imprint on the kites. Or prizes might be offered for best kite models.

975. CHINESE, JAPANESE . . . Stores can feature mandarin coats, kimonos, Oriental rugs, Chinese sandals, pajamas, perfumes, incense; with tieup cards in the various windows carrying copy on theatre's attraction. "Coolie Hats" can be featured by a millinery store. (*See* 422.) Shops selling Chinese curios and merchandise will naturally be glad to cooperate with window displays. Chinese dolls featured by a toy shop.

Tea tieups are, of course, a "natural." Arrangements might be made with distributor of tea to serve it to patrons in lobby, having a girl in Chinese costume (perhaps a Chinese) do the pouring. And perhaps the girl can "tell fortunes" from tea leaves . . . including information that person whose fortune is being told will soon have opportunity of witnessing (attraction).

City-wide tieup with grocers on tea and rice might be worked out. (*See* 301.)

Restaurant might feature a Chinese menu, "dedicating" it to theatre's attraction, or billing it as "inspired" by the attraction. And Chinese restaurants shouldn't be overlooked.

Rice may be used for distribution, a small quantity of it being inserted in imprinted envelopes. Perhaps a quantity of Chinese newspapers can be secured, and overprinted in English, for distribution.

Jinrickisha could be drawn through the streets by a boy in costume. Girl, also costumed, rides in the 'rickisha, which carries lettered banners. ('Rickisha might be made up from a racing sulkey, or specially constructed, using bicycle wheels.)

Girls in Chinese costumes, carry lettered parasols. They walk with parasols closed until attention attracted, then opening the parasols, disclosing a lettered ad. Costumed girl carrying a huge Chinese fan can ride buses, streets cars; and seating herself, she unfolds the fan, revealing name of attraction lettered on the fan. She can also appear in downtown stores, restaurants.

Boy dressed and made up as Chinaman carries a lettered cymbal about town, occasionally striking it.

Fan idea might be adapted to a lobby or front display, an unfolding fan (motor driven) showing copy on attraction when it is open, revealing stills as it closes.

Theatre front should reflect Chinese or Japanese atmosphere—using bamboo effect, Japanese lanterns. Display panels for box office might be constructed pagoda-style. Giant Buddha might be secured or made up, used in a display, with incense kept burning near it.

Chinese musicians might be stationed in the lobby, playing on native instruments.

Japanese lanterns can be placed in barber shops, beauty shops, restaurants, attaching over light fixture. Attraction title is lettered on a ribbon trailing under the lamp, or carried directly on lantern.

Chinese "yens" (Chinese money) may be used (see 902). The yens might be used in a window or attached to front panels.

Announcement might be made over radio by a Chinese (in Chinese), with English translation immediately following.

"Teaser ads" feature Chinese writing (the symbols being prepared by a Chinese, and a cut made for reproduction), tieing in later with ads on the attraction.

Chinese "makeup" contest can be staged, with prize for person appearing most Oriental. (*See* 891, 978.)

976. YOU'RE THE PRESS-AGENT . . . Contest invites patrons to act as press-agents for an attraction . . . asking them, "What would you do to advertise (attraction)? What one outstanding stunt would you pull? You're the press-agent . . . send in your 'campaign.' The best ones win" . . . Radio or newspaper, with newspaper illustrating with scenes from attraction. (And, incidentally, it is just possible that a couple of good ideas might roll in.)

977. BRONZE TABLETS . . . For display purposes, the effect of bronze tablets can be obtained by using ordinary matrix—the ad-mats prepared and available on almost all attractions. The mats, of larger dimensions and carrying large type impressions, would be first gilded; then painted with green paint which is then immediately wiped away with a soft rag (leaving green effect in impressions, adding to the appearance of an engraved bronze tablet).

978. HATS . . . Suggested by some attractions, hats might be obtained in sufficient quantity to letter and distribute.

Imitation jungle helmets, aviation helmets, or football helmets, etc., may be used.

Properly lettered with name of attraction, the hats should be worn by house staff, newsboys on corners, and others. Or distributed to kids if bought cheaply enough.

979. SPARKS AND FLASHES . . . Occasionally a display can be improved by the addition of electrical sparks . . . with contact of some sort, as part of an animated display, resulting in a spark. (Dancer, as center of a window display that is not too brightly lighted, might draw additional attention because of sparks flashing from her shoes as she dances; or striking of an article can result in sparks, as blacksmith pounding an anvil.)

Effect is secured by use of variable rheostats with which the objects are wired. *And wiring should be done and the stunt should be supervised by a competent electrician to avoid danger.* He should definitely know his business. Sparks from a dancer's feet would be secured, by having her dance on small platform which has been wired with one wire (*using variable resistance*), the other wire attached to metal plates on the heel and toe of her shoes; or, eliminating necessity of attaching wire to her shoes, two metal plates (to which wires are connected) could be attached, parallel, across platform, or sunken into wood of platform . . . so her shoes touch them both (and with metal strip connecting metal heel and toe of shoes), completing the circuit and causing the spark when she places a foot on both metal platform strips simultaneously.

Fuse should protect lines. *There must be no grounds* (no water pipes near, or other grounds). *No tacks should protrude into shoes, and they should be rubber-lined.* Or a sword could be waved in the air, with a trail of sparks following it (the sword being carried across a wire) . . . *handle of sword being insulated,* one wire being connected to the sword, and one to the wire which the sword strikes. Carefulness should be emphasized, and the stunt first tried with the variable rheostats *stepped down,* then brought up gradually to the point required, which should still be *as low as possible.* An electrician who isn't experimenting must do the job.

An easier way for dancers to produce sparks with their feet as they dance would be to have them dance on a 12″ strip of medium coarse *sandpaper* . . . with flint taps on their shoes. Routine would have them tap and shuffle their feet across the sandpaper. Produces noise, too, similar to an electrical discharge. Window or display should be darkened. Mill supply house can supply the sandpaper. Luminous paint can be used on costumes for additional effect.

Light and power company might cooperate in working out electrical stunts. They can also arrange high frequency displays in connection with an attraction, for front or window or lobby—long flashing, crackling waves of electricity, leaping from one object to another. Or electric supply house might supply a "static machine." However, such displays must be protected, and *safely out of reach* of any person, and should be handled by a person who is an authority on the subject. Best in a window, where patrons can't possibly touch.

Continuous sparking for a display can be secured through use of battery and a Ford spark coil, or, 110 volts (house current) sent through a toy transformer and a Ford spark coil Wires are separated 1/8". Must be out of patron's reach.

980. NEGATIVE . . . Photograph of star made into an engraving as a negative (appearing exactly as a negative film appears, with shading and light in reverse) is imprinted on small card for distribution. "Instructions" imprinted above the negative photograph suggest that person receiving the card gaze intently at the center of the reproduced reverse photograph for a full minute, then closing eyes, when "your favorite star" will be seen (process supposedly makes photograph appear correctly before the eyes for an instant when eyes are closed). Imprint follows, "You're right! It's (and into star and attraction copy)."

Negative photographs can be used for a newspaper contest, reproducing them over a period of several days, asking contestants to identify them. In addition contestants might be required to describe "impression" the star registers with them.

981. HISTORICAL . . . Stories dealing with historical events or incidents will generally receive the support of educational organizations.

Schools might permit announcements; or heralds or blotters can be distributed. Perhaps a study period, or an essay contest, might be based on the subject or period dealt with in the attraction. Endorsement of Parent-Teacher Association, D. A. R., and Better Films Council should be secured; also other civic organizations and clubs.

Newspaper feature could deal with days pictured in the attraction. With local historical points of interest tied in.

Perhaps old files of local newspaper might date back to time of attraction story, and if so, the paper might reproduce a photograph of the paper that reported some event in the attraction.

982. TALISMAN . . . Rabbit's foot can be used as center of a window display (possibly a jeweler's window), with panels carrying copy, "You don't need your lucky rabbit's foot, because this is your lucky day . . . you can see (attraction and theatre)."

Especially adaptable, of course, if Lady Luck plays any part in the story or title. And further display of charms might also be used for lobby or windows—trinkets, lucky coins, ju-ju mixtures, and any other gadgets that are supposed to be bad luck antidotes. Perhaps newspaper will do a feature story on good luck charms.

Perhaps "lucky" pocket-pieces, resembling a coin and bearing imprint on attraction can be stamped out; or they might be available for distribution.

983. GIVE-AWAYS FOR KIDS . . . A pony (named after attraction), as first prize in a newspaper contest designed to appeal to youngsters will be certain to create tremendous interest in the contest. (Picture of the pony should be carried in the paper.)

Similarly, a dog would be a very desirable prize in appealing to kids. (See 475.) Or a "(Star) Doll." Or a bicycle.

Contest might be based on best 50 words, or less, written about subject suggested by attraction.

Also, samples of various kinds—gum, candy, cake, might be promoted for distribution to the kids at a matinee. Tops (in season) might be secured cheaply in quantity and distributed. Imprinted stickers attached.

984. NEON . . . Effectiveness of displays can be increased greatly by use of neon lighting. Might be used for an occasional flash, outlining a panel or outlining letters, or supplying illumination for a display.

Front and lobby panels can be effectively illuminated, indirectly, using neon, by concealing the neon tubing under the edges of panels (or cutout figures), that are extended forward some several inches from the background panel.

Made up in any design for front or lobby display, and available in a choice of colors, neon will add to the attention-arresting value of any display. Floats, for a night-time flash, can be made doubly effective through use of neon outlining. Window displays can be outlined. Neon *should be out of reach* of patrons.

Effect of neon can be secured by cutting slots in display panels, in desired designs, and inserting (edge-ways) strips of colored celluloid.

Illuminated from behind, the celluloid strips will reflect the light through to the front.

985. TIME CLOCKS . . . Regular time clocks, such as department stores and manufacturing plants use, can be placed in lobby as center of a display on a coming attraction. Panel carries copy, "Be on time next week . . . to see (attraction)." Copy on display panel urges patrons to "punch the time-clock," to keep the card, bringing it back when the attraction comes along . . . when a number of different time indications will be selected and posted in lobby which will entitle those having similar cards to receive free admissions.

"Time cards," made exact size as regulation cards, carry space for time to be registered and devote rest of space to copy on the attraction. Those stamping a card will be inclined to carry the ad around with them until they attend the next week.

986. INDIANS . . . Riders on horse-back (bareback), in Indian costumes, can carry lettered banners. Teepee might be made part of lobby display, inhabited by a couple of "Indians." Float features a teepee; and several Indians (including several pretty squaws), beat tom-toms, hand out heralds, as float travels about town.

If there is an Indian reservation near, the services of real Indians may be secured. A group in full regalia may be invited to attend as theatre's guests on opening day (provided the attraction pictures them in a favorable light). Miniature Indian Village might be set up in town square or prominent spot about town.

Displays of Indian relics can be arranged. Moccasins, arrows, tomahawks, head-dresses. Perhaps from local collector or a museum. Shoe store can feature moccasions, hat store an Indian head-dress. Art shop might show a group of Indian subjects.

Quantity of large feathers, with copy imprinted, can be distributed by boys or girls dressed as Indians. Newsboys can wear the feathers in their hats.

Indian, in Chief's feathers, might appear at theatre, schools, luncheon clubs, city hall. Could visit newspaper offices, smoking peace-pipe with the editor for a photograph. School essay contest might be based on Indian legends or myths. On opening day, Indian runners could bring a message from the Mayor that "officially" opens the show (they might work relay-style, one every few blocks). See 603.

987. PAGE . . . Star of theatre's attraction can be "paged" in hotels, restaurants, dance places, in theatre during intermission, at ball parks, wrestling and boxing matches . . . wherever crowds gather or announcements might be made. (Or name of attraction might be used.)

Attractive girl, in page's costume, might serve as the "page," transporting her from place to place. Or, of course, regular pages, and announcers, in the different places might serve.

988. WIVES, WOMEN . . . "Which type of woman do men prefer?" Can be made the basis of a newspaper contest. Feminine star of an attraction portrays for the photographer several different types, and these are reproduced by the paper, one each day, together with stories on the contest. Types would include, "Demure," "Allure," "Sophistication," "Gay," "Exotic," "Clinging Vine."

Suggestions for a list of ten most famous women in history, might be used as a contest basis.

Other angles: Merchant tieups with stores that specialize in women's wearing apparel. Stills of stars in stores' windows, ads. Heralds distributed with packages. Gifts for wives and sweethearts featured, appealing to men. Cosmetic counters and beauty shops.

Women might be invited to pick most handsome male, submitting their nominations of either screen stars, or locals. Winning male to be guest of honor opening night (if local). Tickets to women who give best reasons for their selections.

Men might be invited to tell what they believe to be the qualifications for a perfect wife.

989. MAGIC CARPET . . . Man, or a couple of girls, possibly in costume suggested by picture, slowly unroll length of carpet down the sidewalk (towards theatre) . . . revealing copy: "The Magic Carpet" . . . leading the way to new marvels in entertainment . . . (picture) at (theatre)."

After unrolling, carpet is rerolled, and the gag is repeated to a new audience.

Strip of carpet running from front doors to curb, in front of theatre, has been used to attract attention. Footman is hired to keep it dusted off, with attraction copy carried on his uniform, or on the carpet.

990. DON'T BELIEVE A WORD . . . Folder herald is imprinted on the front cover, "Don't believe a word you read inside this folder!" Inside spread of the folder, when opened, reveals that it is devoted entirely to illustrations—not a single word. But back cover carries the copy, "But you can believe every word of this (and into copy on the attraction)."

991. BEER COASTERS . . . Imprinted on heavy cardboard or blotting paper, rests for glasses can be supplied restaurants, hotels, taverns, all places serving beer.

992. DRESS STAR . . . Newspaper readers may be invited to "dress" the star of theatre's attraction. From among the items advertised by stores in the newspaper (one issue or several), they are to select an outfit (clothes) "for the star of the attraction." Prizes for best suggested ensembles.

Newspaper might include the contest in a cooperative page, with selection of articles to be confined to stores whose ads appear on the page. Stores would supply prizes for winner, perhaps a complete outfit.

993. CARTOONS . . . When a cartoon character is featured both on theatre's screen and in a newspaper cartoon strip (or a similar character is featured), newspaper might place copy beside or above their strip, directing attention to theatre's screen subject featuring the character.

Appealing especially to kids (though adult appeal of cartoons must not be minimized or overlooked), kiddie clubs can be organized in the name of the cartoon "star" (if the cartoons are shown regularly). (See No. 280.)

Impersonators of the cartoon character might appear on the street to advertise the showing of one of the cartoons. Made up to resemble the character, with papier mache heads used to make the resemblance more nearly perfect. Might go along in parades, or wherever crowds gather.

994. UNIVERSITIES . . . Students like to be considered, and generally appreciate any evidence of a desire to cooperate; though just how close this cooperation can be, depends, of course, on the individual schools. Most schools will generally permit announcements, usual school tieups, on commendable attractions. Benefit ticket-selling arrangements can occasionally be worked out with school organizations. Perhaps it might be desirable to make a special students' rate on a certain evening of each week.

It's a good idea to welcome incoming freshmen each year, sending them a letter, perhaps including a little note-book or date-book, or something of the sort. Generally they're beginning four long years of residence in the town. Trailer welcoming back all students should be carried, too.

Possibilities include: Display cards in book shop; or cafeteria or restaurant. Cards in nearby restaurants and soda dispensaries.

Ads and stories, regularly, in college papers. Essay contests. Distribution of blotters, heralds, imprinted rules. Direct mail. Telegrams sent fraternity and sorority houses (requesting that the telegram be attached to bulletin board). Star made honorary member of a fraternity or sorority. Football team (in season) as guests on night of at-home games, designating it "Varsity Night." Tire covers which boost football team, carry name of theatre. Personal contact, friendship of students.

995. DIPLOMACY . . . This classification is lifted intact from Epes W. Sargent's swell Exploitation page in "Variety," because it illustrates a qualification that is so necessary an adjunct to ordinary good judgment in selling shows.

"Some years ago Jack Rowley of Robb & Rowley wanted some girls to ride in an open car for 'Why Girls Leave Home.' He wanted the smart looking debs who couldn't be hired. It didn't seem to be so good for the sort he could pay."

"He picked out a little group and offered to give them a box party if they had the nerve to pull off the stunt. That appealed to their sporting blood, and they went through with it where an offer of cash would have been fatal. Just diplomacy."

"Eli M. Orowitz wanted to put a billboard atop a one story taxpayer in an ideal location. He knew the owner of the store had turned down offers so he went around to see the man, but he didn't talk money. He told his listener that the low building looked dinky and pointed out how much better it would look with an addition, even if this were only a billboard. That convinced and Orowitz got the sign. Diplomacy again."

"The Mayor of a certain town announced he would not have the streets cluttered up for advertising purposes. All street work was out. A manager knew His Honor was deeply interested in the local orphanage. He invited the Mayor to bring the children to a special showing, promising to provide transportation. This he arranged through Rotary. As a final touch he provided a brand new car in which the Mayor headed the procession. After that the Mayor could not very well crack down on prams or newsboy parades. More diplomacy."

"There is always other than the grab method of getting something."

996. SOUND TRUCK . . . A suggestion that must be included: Properly bannered or paneled truck, equipped with public address system, and with announcer supplied with good line of copy to announce (which should be brief), and playing a recording of hit tunes (if any) from the attraction.

Sound truck can make business section when crowds are on the street, factories at quitting time; at other times covering outlying districts and residential sections. Truck should go where crowds go. In summer time it might make the beaches on days when crowds are there.

997. LIVING BILLBOARDS . . . A billboard display panel can be erected atop theatre marquee, made up after fashion of regular billboard, but with platforming in front of the billboard background. Girls promenade across the platform; or they might assume various poses. Some local celebrity can draw a curtain to "unveil" the living display as the highlight of opening night (with photos for the papers).

Girls should wear brief dance costumes, or costumes suggested by the attraction. For a musical, girls and entertainers can sing or play, using amplification, presenting both a sight and sound flash.

Or, "Guards" might promenade across in front of the display. Or savages beat tom-toms, in connection with a jungle picture.

And, of course, a living billboard might be placed in a location other than the top of theatre marquee, if more attention would be attracted.

Living billboard display can be effectively used, too, as prologue to a trailer on a coming attraction. Display panels constructed to resemble small billboards, with lettered name of attraction, etc., are set up in boxes, down front, or on sides of stage. Lights are arranged to dim-up on the "billboards," disclosing a girl posed (on narrow platform in front of the panel) pointing towards lettering, holding pose as lights slowly dim up. Then she walks across display to microphone to make prepared and memorized announcement. Using two panels at either side of the stage, and two girls, one girl might recite one line, the other girl the next line, until last line, which they recite together. Lights blackout fast on last line, and trailer hits the screen. Or, of course, only one panel and one girl need be used. Silhouette of girl's figure can be cut into the "billboard" . . . with girl posed in this opening, stepping out to make announcement. Perhaps faint musical background might be supplied as girls recite. Instead of girl making announcements, entertainers, as suggested by the attraction can be used.

998. ALL OVER TOWN . . . Folder herald features an aerial photograph of the town on the front page, with the only additional imprint being the words, "It's All Over Town!" Inside the folder, display copy and illustrations on an attraction carry heading, "It's all over town . . . what a great show this is . . . (and into attraction copy." Aerial view can similarly be adapted to newspaper ad use, using the scene and the catch-line, "It's all over town," then following up with attraction copy.

In similar fashion, a photograph of a band, marching, may be used, with the catch-line, "Strike Up the Band!" (Following with the copy, "Strike up the band for the hit show of the season, etc.") Or a photograph of a motorcycle officer or a group of motorcycle policemen, riding, and the copy, "Clear the Way! ('For the hit show, etc.')." Or, a large photo of a happily smiling face, or a group of smiling faces, with the copy, "The whole town's happy!"

999. PERSONAL COLUMN . . . On classified page is usually widely read.

A series of ads may be carried, as though boy and girl were placing the ads. First ad might apologize for staring at girl on street car, charging it off to fascination, etc. Names of stars or characters in story can be used, or girl might be addressed as "Blue Eyes," or something similar . . . the ads from the girl being addressed to name signed to first ad.

Ads build up to a planned meeting, missing each other however, with suggestion in the next ad that they meet at theatre and see (picture), that the writer hears it's great.

Answering ad agrees it's great show and okays the meeting.

Other angles directly suggested by the attraction might be the basis of the ads. An ad can say, "Dear Charlie. Come Home. All is Forgiven. We Want you to See (attraction) at (theatre)."

1000. GIRLS . . . Will aid in drawing attention for any stunt . . . will often add to a photograph's chances of rating newspaper space. Attractive girl stills, or mats, may be used by stores to illustrate their newspaper ads.

"Hall of Beauty" might be featured in lobby in connection with a girl-show or musical . . . two compo-board "walls" forming a "walk-through" display . . . overhead arch at either end joining the two walls together and carrying copy. Both walls are lined with girl pictures from the coming show. Or, lobby panel can be made up "road-show style," featuring a number of framed individual photographs, with card carrying attraction copy in center.

With peaches in season, faces of girls might be cut from photographs and attached to a dozen or so peaches, placed in a prominent window with a small and attractive display card. Couple of girls travelling about town in shorts and sweater, and wearing boxing-gloves can carry copy, "A couple of knockouts from (attraction)."

For a girl show, artist can air-brush (in 5 minutes), a large full-length portrait of a girl, as a night club feature. Done in monotone (one color). Shapely girl poses on small pedestal, flooded with blue light. Portrait is previously penciled in, and tank of compressed air is used for the air-brush. As artist finishes, he applies a stencil over bottom of the portrait, quickly adding attraction title.

And see "*Girl*" classifications.

1001. CHECK AND DOUBLE CHECK . . . This classification doesn't really come under the head of show selling, except in the sense that any aid to better house operation can be interpreted as tending to attract additional business. These reminders, suggestions, will prove of value in checking for top efficiency.

House Check:

Front: Is it properly *lighted? Clean? Neat?* Are display panels attractive? (Only the current show should be billed directly in front of theatre.) Is *attraction sign* getting the attention it merits? Is sales copy for attraction sign carefully prepared? Are the letters clean? Do they need paint? Are lamps clean? Are lamps turned out in attraction sign where they are behind blanks and consequently not required? Check lamps in trough letters; borders; flashers; behind translucent letters; soffit (under marquee); in vertical sign; borders. Are lamps all of same wattage? Is *neon* lettering okay; or are letters out or flickering? Is *curbing* clean of debris? *Sidewalks* clean, clear of trash? Is front of theatre kept clear of parked cars, so that automobiles can load and unload?

What is the condition of *display frames?* Do they need paint? What is the general impression the *lobby* presents? Are display posters inviting . . . do displays sell? Is *spelling* of words on display panels and in attraction sign correct? *Banners, valances*—are they neat, clean, attractive? Is *brass* polished? *Glass* in doors clean? Are *swinging banners* or signs definitely *secure* so that it is impossible for them to blow down? Is front lighting turned on at proper time . . . the time to be determined by, and varying according to the length of the days? Are lights turned off promptly when box office closes? Is front billing changed on final evening of attraction, late, instead of on opening morning of a show?

Is *cashier* attractive, courteous, neat? Does she say "Thank You" with a smile when patrons purchase tickets? She should be well-informed as to *schedules*, current show and coming shows. She should answer the phone with a cheery "Good afternoon" (or "Good evening"), then giving the name of theatre. Cashiers should not eat candy or chew gum while in box office; or carry on extended conversations with patrons or with other employees. They shouldn't go in for too long telephone conversations.

Is there a sign displayed in the *box office*, when closed, telling opening time of theatre? Is theatre opened punctually? Are proper price signs displayed? Is box office neat, clean? Money kept off shelves, and out of sight? In what condition is the ticket register—does it need repairs? Is box office door opened at any time (when theatre is open for business) without use of safety chain? Are curtains neat, clean, fresh? Glass clean? Brass brightly polished? Is cashier's number (if required) properly displayed?

Is *inner lobby* devoted entirely to selling coming attractions? Are *frames* neat, clean, properly displayed? Is *floor* kept clear of ticket stubs, paper, debris? Is *lobby lighting* inviting? *Check* for dust on ledges and light fixtures. How about shadow boxes; rubber matting; ropes; brass; glass; sand urns; carpet; doors; door checks; door stops; chandeliers; mirrors; furniture; curtains and drapes; exit lights, lobby floors?

Is *doorman* neat, capable of handling any situation that may arise at his post? Is he cheerful, courteous to patrons? Does he *accept* tickets from patrons instead of grabbing them? Is he well informed as to schedules? Is ticket chopper in good repair? Are ticket stubs burned daily by manager or assistant?

Are *ushers* on the job? Do they present a good appearance, and do they really know how to usher? Do they realize the value of courtesy and a smile in handling people? And in "handling" patrons do they keep their hands off of them? (They should never push or touch a patron's arm.) Do members of the staff show special attention and consideration for the aged and infirm? Are ushers, quick, bright, interested? *Is Aisle No. 1 kept covered at all times?* Is there an usher on duty in the balcony at all times when it is in use? Is staff familiar with emergency requirements, and with *fire drills?* Are all *accidents*, no matter how slight, reported to manager immediately? In *bad weather* does the staff report early, so that the house may be opened, getting patrons in off the street and out of the weather? Are *uniforms* neat? Ushers clean, hair combed, shoes shined? Do ushers enter into conversation, either with patrons or other employees when on duty? Additional points to check can include . . . too many ushers on an aisle, or grouped together in conversation; ushers eating candy or chewing gum while on duty; ushers' room—uniforms should be hung up and kept in good condition when not in use, room should be kept clean, neat.

When was last *service meeting* held? Were methods of improving the service discussed? Are meetings of employees held regularly? Are employees invited to suggest improvements in service, in house operation, in advertising? Is an attempt made to cultivate a keen interest in the operation of the theatre, no matter what the employee's position?

Is *house lighting* too bright? Stray light? Annoying brightness in the line of vision? Or is there enough light? Are aisles well lighted—especially stepdowns? How about lamps in wall brackets, chandeliers, stand lamps? Are they clean, or will inspection reveal dust? Is the *color combination* correct, and is it in season (greens, blues predominating for hot weather; amber for winter). Are globes of higher wattage than necessary being used? Are lamps clean? Are lights turned on too early, or left on too long after show is out? To secure cooperation of employees in conserving electricity, it might prove a good idea to post small reminder cards near all light switches (where they are out of sight of the public) carrying copy, "Please turn out lights when not in use."

Check *carpet* carefully; are there any torn, worn or ripped places where a patron might catch a heel? Is brass clean, shined? Curtains, drapes clean? Are *exit doors* tried each day? *Exit lights* lighted at all times when house is open? What is condition of *fire hose*, or other similar equipment? Are *door checks* in good repairs, or do they permit closing doors to bang? How about restroom signs? Glass (clean)? Shadow Boxes? Floor Matting? Display panels? Flowers? Sand Urns? Stairs? Ledges and grille-work (dusty?) Are *hand-rails on* balcony stairs, or other stairs, secure and in good repair? How about the *balcony?* Will it stand the same careful check? How about the *auditorium floor*—how long since it's been painted? Are floors mopped thoroughly and regularly? Does the theatre reflect good house-keeping? Does it *smell* clean?

What is the condition of the *seats?* Are they dusted daily, carefully, and turned up? Are they kept in good repair, with some member of the staff assigned the duty of checking them daily and keeping them in good condition? Are they firmly anchored to the floor—or will a tug at the end seats show some of them to be torn loose from their anchoring?

Are the *cleaners* on the job? Are they competent? Do they use work-lights, instead of house lights? Are *supplies* used by cleaners kept under lock and key? Are supplies wasted? Is there any possibility of loss of supplies through their being stolen? Check for dust on *ledges*, bracket lights, grille-work, radiators, frames, draperies, seats, dark corners. Is glass and brass kept properly cleaned and shined? Will trash be found behind radiators? Is the room which cleaners use to store their equipment kept in good order; and do they turn the lights in the room out when they leave? Cleaners should be careful *never to permit greasy rags to accumulate;* if they must be kept, they should be placed in a heavy covered can. Booth and stage might check on this point, too, as greasy rags can cause spontaneous combustion. Is hose to *vacuum cleaner* carelessly dumped on the floor when not in use, or is it coiled up carefully? Are sidewalls (sides of auditorium) clean; or can soap and water be used to remove marks left by patrons' hands (without making the cleaning too conspicuous compared with space above which cannot be cleaned)? Tapestries should be brushed.

Are *rest-rooms* clean? And are they kept clean? Well lighted? Is all equipment in good repair? Floor clean? Fixtures clean? Towels in container? Used towels in receptacle provided, instead of on the floor? Tissue supply? Soap? Are walls clean, or can they be cleaned; or do they need paint? How about light fixtures? Furniture? Carpet and equipment in lounges? Drapes, curtains? Rest room signs? Framed panels can be provided in ladies' room, beside mirrors, in which blotting paper is inserted . . . and where the ladies can wipe lipstick, sparing the walls.

Mezzanine . . . furniture; carpet; floor lamps; sand-urns; draperies; curtains; are all furnishings clean, neat, inviting?

Is *basement* clean, free of valueless rubbish? Is stored material kept in order? Floor painted? Walls painted or whitewashed? Is basement swept and mopped regularly and kept free of accumulated dust?

How about *booth and projection* equipment? Can the quality of *sound* be improved? Is the house checked for proper sound distribution? Is sound too loud, is it too low? Are horn units checked daily? Check projection for poor definition, unsteady projection, flicker, poor light, out of frame, out of focus, poor masking, bad change overs, dirty apertures. Does stage apron reflect light? How about the *screen*... is it dirty? Shaky? Bulging? Is it properly masked? Are projection and movietone lenses cleaned daily? Reflectors, too, should be cleaned daily, and brushed several times each day with cheese cloth. Is proper light and economy obtained from carbon? Carbon economy can be acquired through proper adjustment of the arc crater and by keeping the generator commutator properly cleaned and brushes correctly adjusted. Short carbons can be saved for short reels and screenings (rate of carbon burn per minute should be determined). Sound amplifying equipment should be kept free of all dirt; and make and break contacts, including tube prongs and contacts, should be thoroughly cleaned each week with nonabrasive material (rough brown paper can be used). Tubes must be kept in first class condition to assure sound transmission without interruption. Spare parts and replacements should include such items as tubes, horn units, generator brushes, motor brushes, main driving gear for projectors, spare reflectors for lamps, spare intermittents and film sprockets. How about the carbon supply? Is there an emergency supply held in reserve? Is the booth properly equipped with *fire extinguishers* and *safety devices?* Do the *fire shutters* work okay? Can they be closed by hand, and are they properly fused? How long since the fire extinguishers were refilled; check; they should be refilled annually, at least. Equipment should include a two-gallon soda extinguisher and two pyrenes. (Use of pyrenes in event of small blaze is preferable since less damage will be done machinery.) Separate fireproof containers should be provided for film, waste film and waste materials and for cleaning equipment. Is the *exhaust fan in the booth* working? Can noise from booth be heard in the house? Playing stage shows, how about cues? Are cues understood and properly executed for smooth continuity? Is the booth kept clean?

Roof: What is condition of roof equipment? Roof should be clear of all debris, to prevent stopping of drains and consequent leaks. Is the *flashing* in good repair? *Skylights? Ventilating louvres* (if automatic, do they work)? Revolving turret draft *ventilators*—are they in good repair, do they revolve freely? Are *exhaust fans* and power source in good repair and lubricated regularly? Are *fire escapes* to and from the roof safe?

Is *stage kept clean*, whether in use or not? Is equipment in perfect working order? If stage is not in use, are the stage ropes and rigging inspected regularly? *Is the Asbestos curtain in perfect working order?* Is unused scenery properly stored? Is the *switchboard protected?* Is *sprinkler system* regularly inspected and in proper working order? *Fire Extinguishers* should be stationed on both sides of stage. Stage manager should have an extinguisher convenient, near switchboard. Stagehands should know locations of extinguishers and exit doors. At least one light on stage should be kept burning at all times, night and day. Smoking on stage should never be permitted.

Microphones used on stage should be kept covered with cloth cover when not in use, to prevent dust accumlating.

Are *dressing rooms* backstage in good condition? If in use they should be cleaned daily. Even if not used, they should be kept clean and ready for instant use; should be kept locked when not in use, making certain, first, that no lights are left burning in them. How about other store-rooms and closets that are kept closed—is it possible that lights might be left burning in them?

Are *electric switches* guarded? Are they clean of dust and dirt (careful in dusting or cleaning them).

Engine Room: If heat is being used, is heating unit entirely satisfactory? Is excessive amount of *fuel* used? Any way of saving? If gas is used, are meters okay? In buying coal, can a deal be made with the dealer where he agrees to haul away the ashes, thus saving that cost? If winter is about over, coal or fuel oil should be ordered judiciously so that too large a supply is not left on hand. If heating equipment is not in use is it in condition to be put in use when required? Is it in need of any repairs, or cleaning? Have grates, fire-boxes, ash-pits, back connections, all oil-burning equipment been cleaned? Check for necessary adjustments, damper regulations, safety valves, gauges. Check, clean and replace flues or chimney boiler sections and tubes. Check, cement and repair any air leaks. Check pumps, leaking pipes, motors. Has boiler been inspected? Is engine room clean, painted, clear of all debris, and is brass brightly shined?

If *cooling plant* is in use, is it running efficiently? Will it need repairs when it is shut down in the Fall? Had arrangements for repairs at that time better be made now? If plant is at present closed down, is it in shape to operate when it will be needed? When plant is operating, check *temperatures* hourly (should never be lower than 74 degrees dry bulb, with a relative humidity of 55 per cent; house temperature should never be more than twelve to fifteen desgrees lower than street temperature). Check water temperatures *every hour;* also oil temperatures, bearing temperatures, oil levels, motor amperage. Before starting machine *each day* check pressures on all equipment and check them every hour. Air washers should be thoroughly cleaned each week; or in very dirty surroundings should be cleaned every day (this will increase efficiency and will eliminate necessity of frequent cleani.ng of tubes in coolers). All strainers, oil or water, should be cleaned at least weekly If these practices are followed faithfully, possibilities of trouble will be largely eliminated, and any difficulty will be found before great damage is done.

A good indication of the way the cooling system is being operated is to watch the audience; if they're uneasily moving about in their seats, it's either too hot or too cold; they're not comfortable.

When cooling plant is closed for the winter, manufacturer's instructions (of the particular plant in use) regarding closing down of plant should be faithfully followed. As a general rule, after the cooling season is over, all condenser and cooler tubes should be cleaned, and a general check made on all equipment and bearings, and any necessary replacements made at this time. If plant is exposed to freezing temperatures all water should be drained from the machine in all places. When preparing to start plant, make certain plant has a new charge of oil, and a full charge of refrigerant.

If cooling plant motors are operated out of season (as in testing in connection with repairs), arrangements must be made first with the power company, as starting the plant increases the demand (and the cost).

How about *fire escapes?* Are they safe? Would they carry a load if called upon? Are they tested regularly, kept in good repair, securely attached, painted at least once a year to prevent rust?

Fire extinguishers: When were they last filled? (Should be filled at least once a year.) Is location of fire extinguishers and fire fighting equipment known to those who would be required to use same in case of fire? If house is equipped with fire-hose, how long since it was tested under pressure? Is the hose okay, or has it deteriorated to such an extent as to no longer be of value?

Fire and panic drill should be periodically practised and discussed with theatre staff. A routine should be worked out, so that every employee knows exactly what he is to do in an emergency. Ushers should be instructed to remain at posts, to quiet excited patrons, and to set an example in this regard. If not necessary to empty the house, ushers should calmly inform patrons that there is no cause for worry, that the show will continue in a minute, asking them to kindly keep their seats. If it should be necessary to empty the house, effort must be made to impress the importance of orderly exit of patrons. In this event, ushers would open the exit doors nearest their posts, see that fire escapes are lowered, controlling the exit and restraining any rush. Patrons must be distributed to all exits. To get attention of crowds in an emergency, ushers and house staff must be *in front* of them, facing them . . . shouting behind them has no effect. Ushers would remain at posts as long as needed, then reporting to nearest point of confusion to assist. Ropes in lobby should be immediately removed if they hinder prompt emptying of house. Doorman should remove ticket chopper from exit, and notify cashier to stop selling tickets. Every effort should be made to control crowd, they *must* be controlled—persuading patrons to take their time. After house has emptied, check all aisles, restrooms, see if anyone has been left behind. Stage-hands would immediately lower asbestos in case of fire. Operators, in event of booth fire will, of course, drop fire shutters and attempt to extinguish fire. If fire is in house, operators will keep the picture on screen as long as they themselves are not in jeopardy. In the event of a booth fire in a magazine, operators should not open the door to the magazine. Ushers should know proper way to handle and carry injured persons, or fainted persons (two ushers joining hands, cross-hands, for a cradle effect; or "fireman's lift" may be used). *Panic control:* In event of a fire that is definitely of no danger to patrons, or fights, or drunks, or crazed persons, shots or confusion of any kind . . . ushers should assure patrons calmly that there is no danger, to remain seated, that the show will continue.

Disturbance: Ushers to get the help of manager or assistant in handling drunks, insane persons or morons.

Uniforms: In summer . . . winter uniforms should be cleaned, properly stored, and necessary repairs made so that they will be available and in good condition when needed. In winter . . . summer uniforms cleaned, conditioned, stored. Uniforms in use to be kept clean, pressed; ushers to hang them up carefully when not in use.

Is an *inventory* of house equipment available? Has inventory been checked, or made up lately? It's an excellent way to become thoroughly acquainted with every detail of theatre and equipment.

Are *lamps* as well as other supplies (polish, cleaning supplies, carbons), kept under lock and key? Is an inventory of lamps kept? Are supplies reordered in sufficient time, so that they are not exhausted?

Is *house* carefully and thoroughly *checked* before it is opened each day? Is special attention given to *accident hazards* . . . especially noticing hand-rails, carpets, aisle-lights, rubber mats. Does manager check safe contents the first thing each morning? Does he check first performance of every show?

Show Check: Pictures . . . Is program routined so that attractions will show to best advantage, building to a balanced program? Are too many trailers being shown? Is the projection all that it should be? (See check on booth and projection.)

Show Check: Stage Show . . . Is show correctly routined at present for best results? Can a rearrangement of routining improve the show? Points to check include: Jerking curtains. Battens not properly masked with borders. Fouling of drops. Improper trims. Unsteady stage braces. Bad off-stage masking. Noisy traveler. Noisy working of ropes and drops. Too much off-stage noise. Torn places in scenery. Set off center. Visible wires. Platform not secure enough, or shaky. Borders not properly trimmed. Failure of draw curtains to come together. Dirty stage apron. Curtains too fast or too slow. Performers' entrances—are they clumsy or neat? Are girls in line properly in step, are they properly arranged for size? Dancers out of step. Lines (of dancers) crooked. Voices—are they heard? (Amplification loud enough and working properly.) Curtains not clean, heavy with dust. Miscues. Faulty makeup. Props missing. Too many bows. Numbers repeated too often. Unplanned encores. Stalling. Uncalled-for ad-libbing of actors. Performers visible when off-stage. Master of ceremonies, if show features one, failing to sell an act properly when introducing it; failing to subordinate himself to the performer after introduction; familiarity with audience overdone; lack of variety in introductions. Diction. Gestures. Speaking before applause has subsided. Stage lighting: Spots slow, or wrong size. Flood lights covering too much territory. Reflected glare from shiny surfaces. Dimmers not working properly. Spotlight halo. Footlights not properly sheltered from balcony. Poor choice of spotlight colors. Lights on behind scrims at improper times. Off-stage lighting equipment not concealed from view. Bad contacts at stage pockets. Effect machines (too fast or too slow). Failure to properly spot performers. Can lighting and arrangements of lights be improved?

Checking: Are checked articles properly cared for? Identification checks used?

Advertising: Newspaper: Viewing a finished newspaper ad, does it seem to invite reading? Has the ad touched an instinct—selfishness, fear, love and curiosity are four of the strongest. Is there too much copy in the ad; and is it interesting? Does the ad move to sales? Can it be read without effort? Has it a definite beginning and a definite ending, continuity? Are the illustrations good likenesses, and do they carry appeal? Does the copy used apply or connect up with the illustration used? Have the ladies been considered in the ad appeal? Is all necessary information included in the ad—program, play dates, theatre name or sig-cut, theatre address if this is important? Does newspaper properly set up the ads? Are the ads handed paper in sufficient time? Do they submit proofs in time for corrections? What kind of position is the paper according the theatre's ads? Check proofs for misspelled words.

Ad Approach: Angles that might be applied to theatre advertising can include: Behind-the-counter style (a direct, plain, talking-to-'em style). Institutional. Testimonial. Demonstration (pointing out values). Monologue (written in first person). Interview. Patron talking. Emotional. Humorous. Staccato (excitedly brief, and rather disconnected). Reading Notice. Comparison. Slang. Dialect. Fright. Curiosity. 1-2-3-4 Technique (listing points of value). Love. Behind-the-Scenes (ad-writer "stepping out of character" to comment). Open Letter. Sensational. Appeal to Adventurous instinct. News (tying to some topical subject).

Advertising: Outdoors: Are cards and displays receiving proper distribution? Are old cards and displays permitted to "live" after attraction has played? Is posting covered over as soon as possible after attraction plays or on final day of engagement? Could better posting or card locations be secured? Are heralds receiving proper distribution . . . are they going into the homes or into the creek?

Art shop: Footage of compo-board for fronts and displays should be figured out so that there will be no waste (unsalvageable small pieces). If scraps are left over, mats and letters should be cut from them. Interchangeable false fronts, constructed from a good grade of compo-board, can be washed off, and used again, a dozen times or more. Use scrub brush, hose and running water in washing. Care should be taken to mix just the required amount of paint, since it's not likely that that identical shade will be required again. Paint, ordered from out of town, should be shipped before cold weather, since freezing spoils water colors. Brushes should be washed immediately after using. An air-brush will be found a good investment, since it requires less paint, less time. Display matter, stills, lithographs, photographs, should be kept in order when awaiting use. Art shop, or sign room should be kept clean.

Engravings: Where more than one cut is to be used, as a series of ads on an attraction, can they be joined together in making up (later to be separated by newspaper), thus receiving the benefit of the rate which applies on larger cuts. All illustrations on drawings should be pasted down if possible, saving the cost of extra negatives. Artist should put benday on copy, where required, so that engraver doesn't have to add it. White line should be tooled around photographs for best effect.

Routine: Typed up schedule of day's routine details, reports, etc., and of week's routine reports, letters, regular details to be attended to, meetings, etc., can be prepared as a reminder and reference.

Scales and Vending Machines: Do scales register correct weight? Are present locks sufficient safeguard? Are vending machines kept filled and in good repair? Are deposits made regularly?

Snow and Ice: Canopy and roof should be checked during and after every heavy snowfall, making certain they are not overloaded with weight of the snow. Ushers should brush snow from patrons entering, using a whisk-broom.

Spring: Spring cleaning from roof to cellar. Repainting where paints have faded. Or wash walls. Are summer uniforms ready? Inspect roof.

Summer: Seat covers? (Clean?) Cooling equipment in perfect working order? Cool valances, clean and repaired and in use. Summer uniforms. Lighting. Tieup with florist for flowers. (See "Summer" classifications.)

Telephone: List of names and telephone numbers of all employees, together with addresses, should be on file in office. List of numbers often called will prove convenient near phone.

Tickets: Is present supply of tickets sufficient? Should an order be placed?

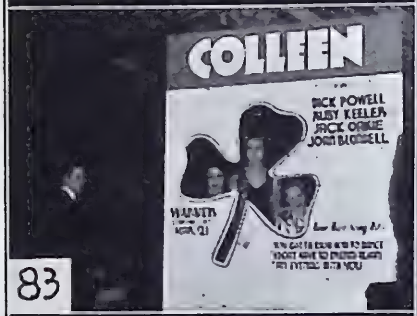
Local check: Newspaper rates; newspaper circulation; population; population within drawing radius; manufacturing plants, and how many employed; conditions; nationalities; seating of house and opposition houses; product; opposition of all kinds; outdoor advertising rate; license and tax information; protection over surrounding towns and distance to all nearby towns; carbons required weekly; train and plane schedules; type of equipment in house—booth (projectors, sound), heating, cooling; figures—past and present, and year to date; expense in various departments—advertising, rent, heat, water, payroll, maintenance, electricity and power rates.

Final Check: The suggestion that every exploitation idea be accorded thorough consideration before it is put into use. There should never be an opportunity for an exploitation stunt to boomerang and in any way damage the theatre or offend patrons or potential patrons. Every stunt should call attention, and definitely favorable attention, to the theatre and its attractions to justify use, and *should be reasonably sure of sufficient box office returns to justify the expense.*

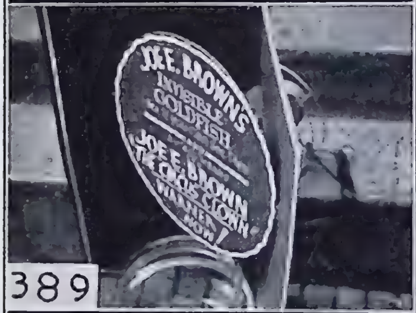
PICTURES AND DIAGRAMS

STRAND NOW
GOLD DIGGERS OF 1
THINGS TO COME
LOVE AT A PRICE
TOURIST AGEN
THE WHOLE TOWN'S TALKING
JOE E. BROWN
BELOW PAR
BABOONA
WARNER
STRANGE LOVES OF MOLLY LOUVAIN
ANN DVORAK
LEE TRACY
Postal
JOE E. BROWN
SIX DAY BIKE RIDER
Joe E. Brown
JOE E.
JOE E. BROWN
CIR
LOW
The WHITE COCKATOO
MUIR
CORTEZ
MUNI
The WORLD CHANGES
ACROSS THE STREET
THE WORLD CHANGES
CONTINUOUS
CAB CALL
COTTON C
GRAND FA
PICCADILLY
MUNI
WORLD

519


COLLEEN
DICK POWELL
RUBY KEELER
JACK OAKIE
JOAN BLONDELL
WARNER

83


JOE E. BROWN'S
INVISIBLE GOLDFISH
JOE E. BROWN
THE CIRCUS CLOWN
WARNER
NOW

389

11

WORLD
CHANGES

THINGS TO COME
WARNER BROS
WARNER
WARNER
PREVIEW

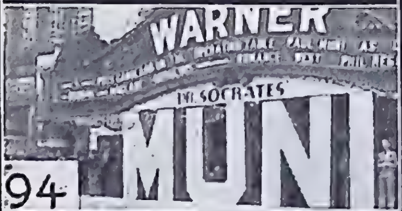
119

114

WORLD
ANGES

156

258



94

WARNER
SOCRATES
MUNI

37

37

32

11

714

Register Here
CLUE CLUB

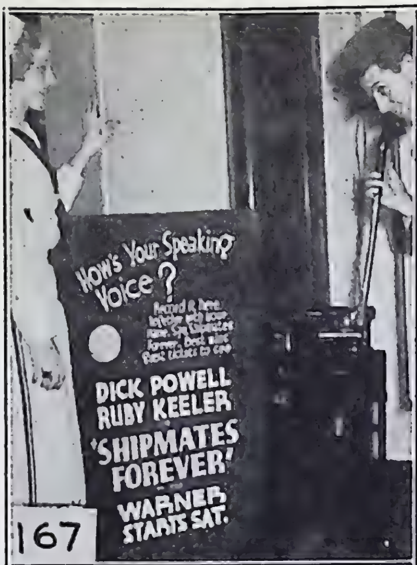
109

961

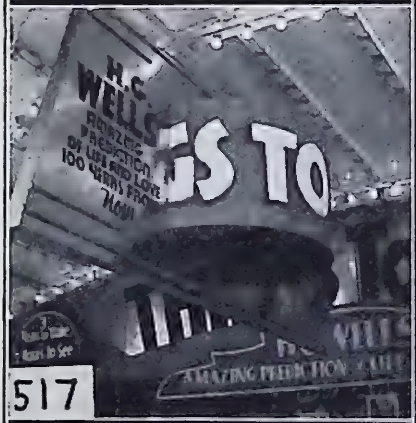
A SAILOR
BROWN

816

Girls!... is your figure the MAE WEST type?
STEP UP!
If you can fill... Mae WEST'S place you win tickets to
No


How's Your Speaking Voice?
DICK POWELL
RUBY KEELER
'SHIPMATES FOREVER'
WARNER
STARTS SAT.

167


H.G. WELLS
AMAZING PREDICTION OF LIFE AND LOVE 100 YEARS FROM NOW
AMAZING PREDICTION

517

978

TELLING THE WORLD WONDER
TELLING THE WORLD
'WONDER BAR'
WARNER SOON

1

SANTA CLAUS
"COLLEEN"
WARNER

691

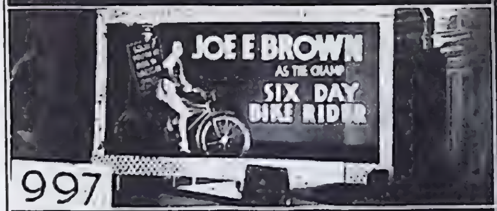
with
IRENE DUNNE

755

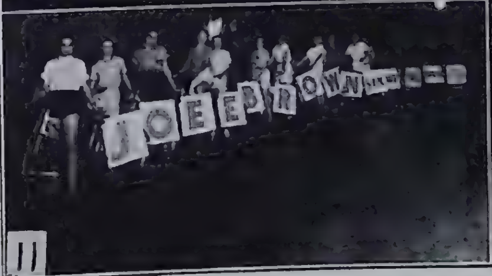
MEET ME AT
WARNER
I'M GOING TO SEE
"SHIPMATES
FOREVER"

The Great ZIEGFELD
Next Showing
TUCK

205


997
JOE E BROWN
AS THE CHAMP
SIX DAY
BIKE RIDER

100
CIRCUS CLOWN


11

676
SOON•
MAE WEST
in
I'm No Angel!

59

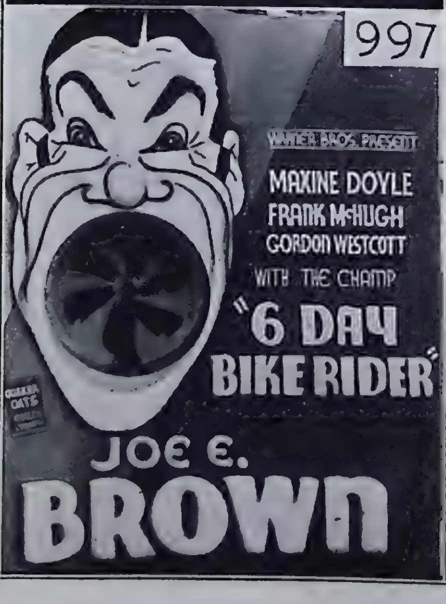
760
JOE E. BROWN
6 DAY
BIKE
RIDER

LYER SAVE
"BANK THE DIFFERENCE"
JOE E. BROWN
SIX DAY BIKE RIDER

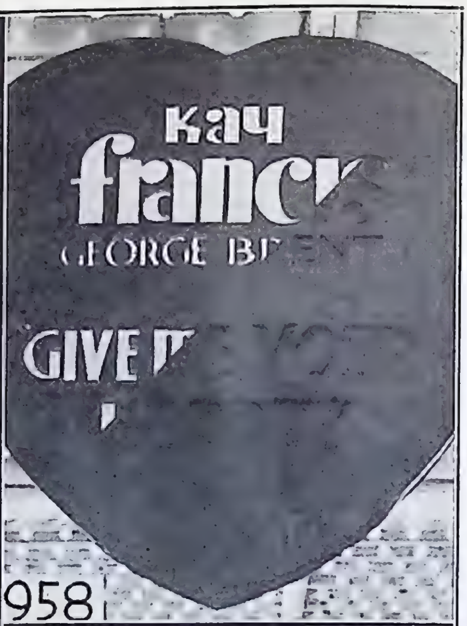
301

FASHIONS OF 1934
200 GORGEOUS GIRLS
FASHIONS OF 1934

534


WARNER BROS. PRESENT
MAXINE DOYLE
FRANK McHUGH
GORDON WESTCOTT
WITH THE CHAMP
"6 DAY BIKE RIDER"
JOE E. BROWN

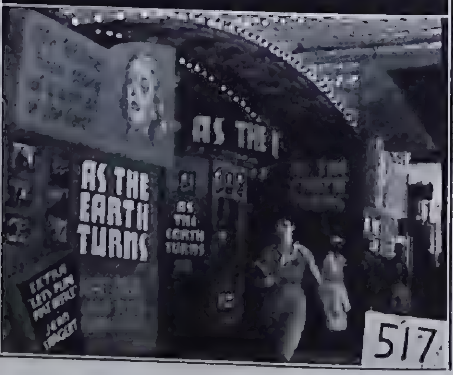
997


Kay Franc
GEORGE BR
GIVE

958

POWELL
KEELER
OAKIE
BLONDELL
HERBERT
FITZROY
BARNES
COLLEEN

Paul
MUNI
DR. SOCRATES


AS THE
AS THE EARTH TURNS
AS THE EARTH TURNS

517

91

Marie DRESSLER
Wallace BEERY
TUGBOAT ANNIE

517

The BLONDE CAPTIVE

Harlow
Gable
HOLD YOUR MAN

CAPTAIN BLOOD

102

This is a 6 Watt Lamp. How Long Will the Battery Last?
The GREEN LIGHT
Warner's

407

RUBY KE
JACK O
JOAN BLO
WARN
STARTING SAT

43

THE BIKE OF TOMORROW
THINGS TO COME
WARNER

49

518

COLLEEN
DRIVES A ZEPHYR

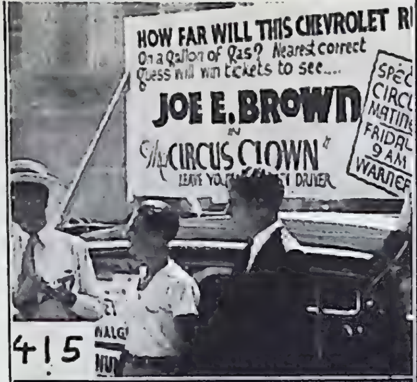
93

194

GREYHOUND LINES
WE'RE ON OUR WAY TO THE WARNER TO SEE
JOE E. BROWN
"EARTHWORM TRACTORS"

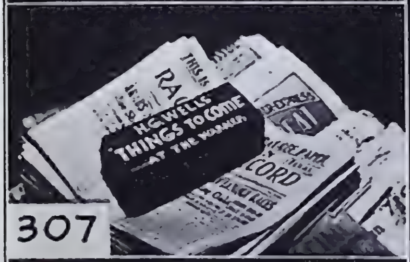
542

JOE E. BROWN
EARTHWORM TRACTORS
WARNER

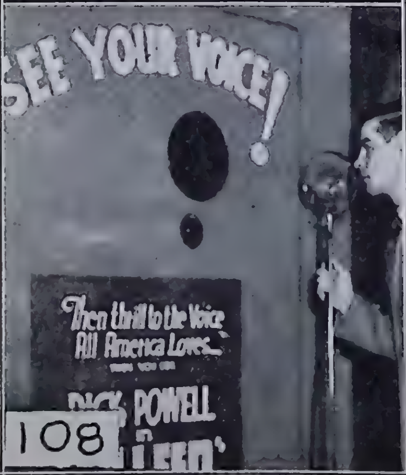

HOW FAR WILL THIS CHEVROLET R
On a Gallon of Gas? Nearest correct Guess will win tickets to see...
JOE E. BROWN
IN
The CIRCUS CLOWN
SPECIAL CIRCUS MATINEE FRIDAY 9 AM WARNER

415

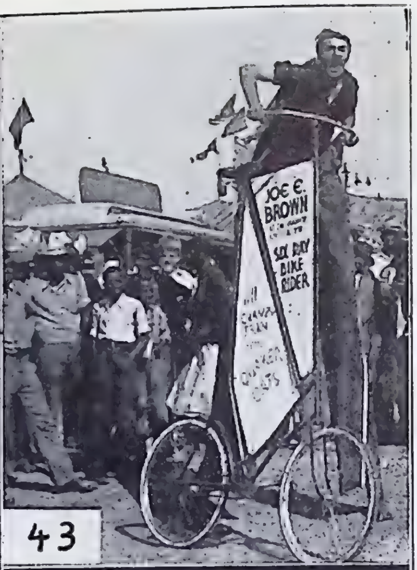
812


H.G. WELLS
THINGS TO COME
AT THE WARNER
RECORD

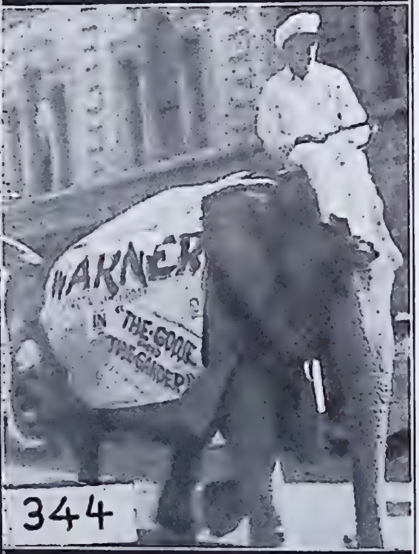
307


SEE YOUR VOICE!
Then thrill to the Voice All America Loves
DICK POWELL
in

108


JOE E. BROWN
SIX DAY BIKE RIDER

43

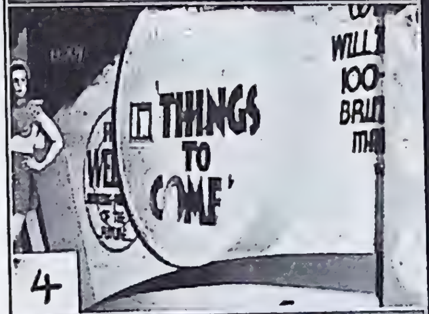

WARNER
IN "THE GOOSE AND THE GANDER"

344

412

434

784



4

THINGS TO COME'
WILL
100-
BRIL
MA

443

MAGIC RADIO
THINGS TO COME
THINGS TO COME
WARNER

101

RIDE STREET CARS TO
WARNERS
WONDER
BAR

761

64

11

STARTLIN
10,000/ 3 YE

79

552

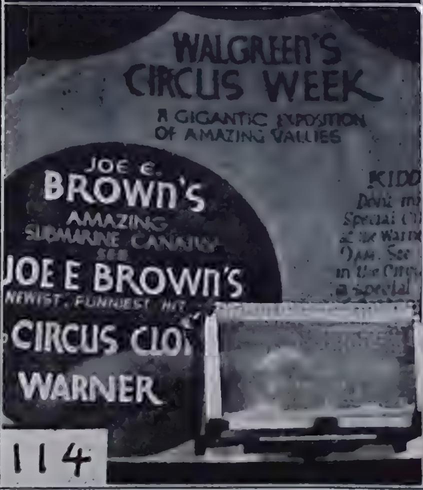
MIRACLES
OF MODERN INGENUITY
The Mystic Fountain of Bombay
The Star Witness
With Walter HUSTON
Chic Sale
Frances Star
15 Other St
SMOO

COLLEEN
DICK POWELL

656

HOSE that
BIKE RIDING
DAY BIKE RIDER

128


WALGREEN'S
CIRCUS WEEK
A GIGANTIC EXPOSITION
OF AMAZING VALUES
JOE E.
BROWN'S
AMAZING
SUBMARINE CANARY
SEE
JOE E BROWN'S
NEWEST, FUNNIEST HIT
CIRCUS CLO
WARNER
KIDD

114

WARNER STARS SAY

758

PEABODY
CHARLIE AGNEW
AND HIS ORCHESTRA

832

WONDER BAR
DOLORES DEL RIO
KAY FRANCIS
DICK POWELL

131

154

474
MAE WEST
I'm No Angel
STRAND

418
ILLINOIS CENTRAL
"WONDER BAR SPECIAL"

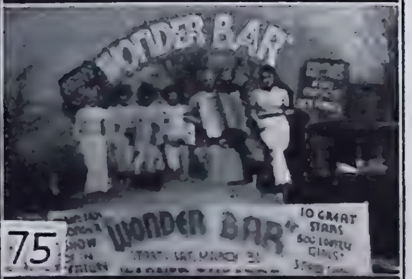
690

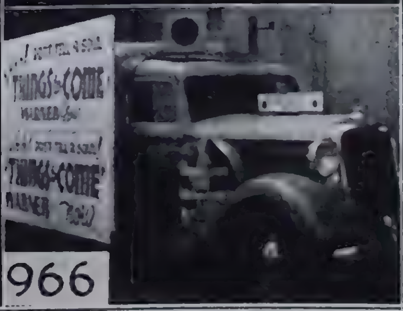
810
JOE E. BR
6 DAY BIKE
WARNER
QUAKER CITY
JOE E. BROWN

127
THE GREATEST LAUGH SHOW ON EARTH

248
What WILL THE NEXT 100 YEARS

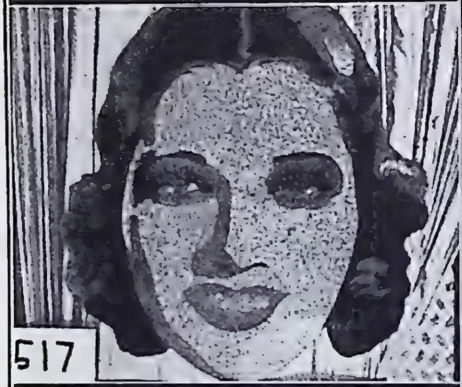
522
BEAUTY AT REST
BEAUTYREST MATTRESS
"I'VE GOT YOUR


75
WONDER BAR
WONDER BAR
10 GREAT STARS


966
THINGS to COME
WARNER
THINGS to COME
WARNER

AMERICAN AIRLINES

883



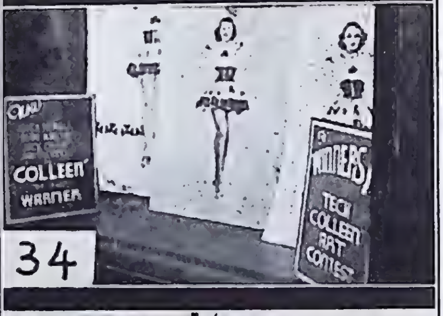
517

439

911

Hear Your Favorites
'COLLEEN'
DICK POWELL
RUBY KEELER
JACK OAKIE
JOAN BLONDELL
WARNER

66


COLLEEN'
WARNER
TECH
COLLEEN
RAT
CONTEST

34

729

71

42

OIL
LAMPS
CHINA

875

MAIN ENTRANCE

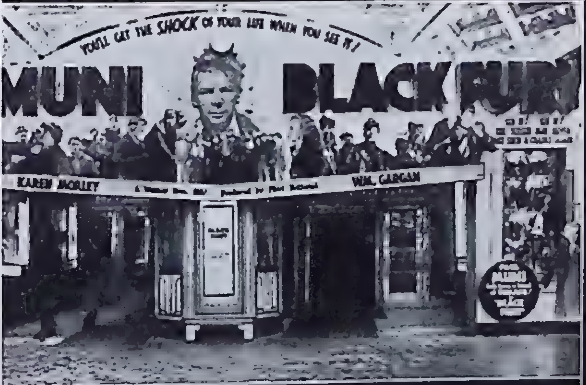
100

101

GREAT
HITS
KAY FRANCIS
DICK POWELL
AL JOLSON
DOLORES DEL RIO
RICARDO CORTEZ
HALLIDAY
GUY KIBBEE
WONDERLAND
FIRST NEW YORK SHOWING

518

202


YOU'LL GET THE SHOCK OF YOUR LIFE WHEN YOU SEE IT!
MUNI
BLACK FURY
KAREN MORLEY
WM. GARGAN

518

OIL FOR THE
Lamps of China
PAT O'BRIEN
JOSEPHINE HUTCHINSON
JEAN MUIR

WESTERN
UNION
SEND EASTER GREETINGS BY WESTERN UNION

3

UNES
GOLDDIGGERS

80

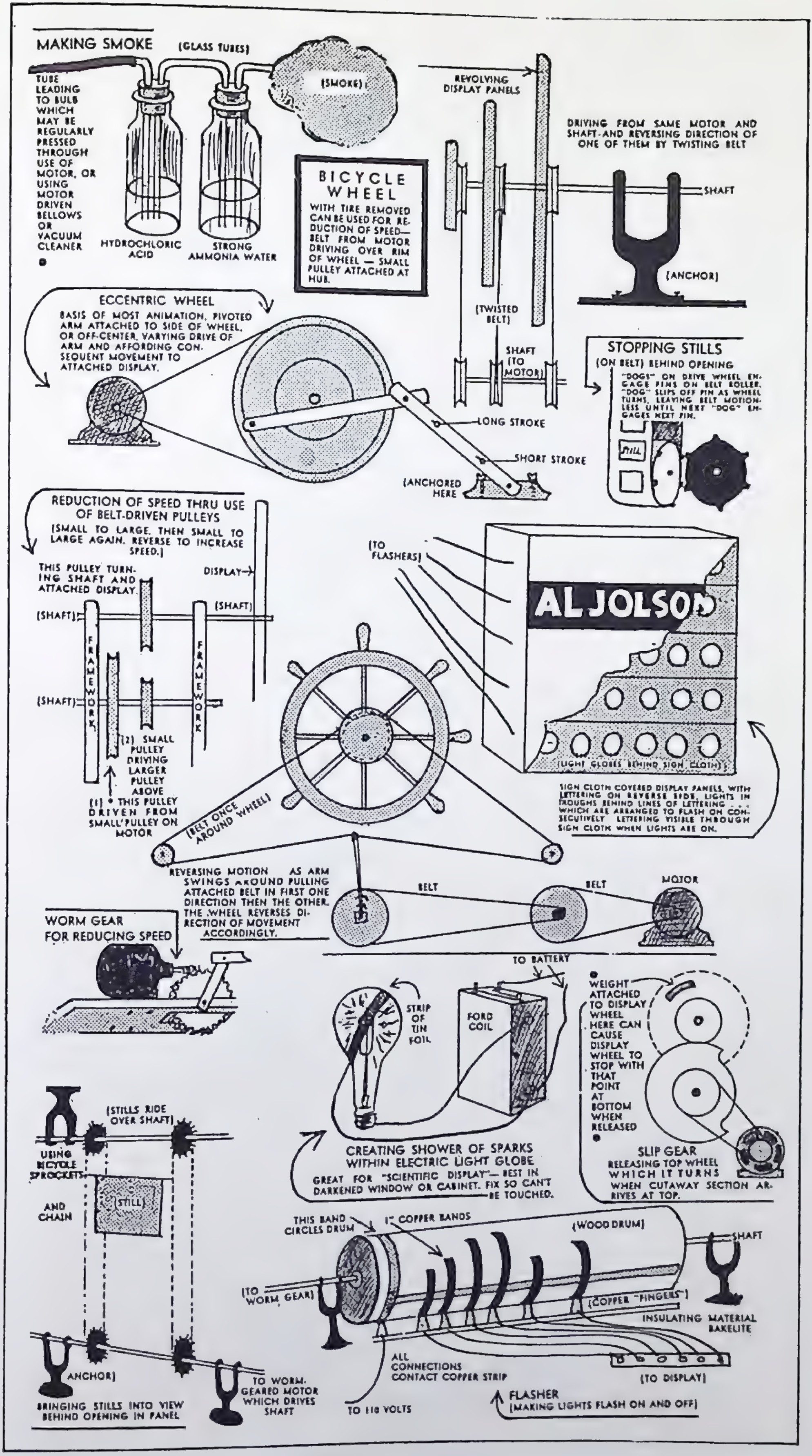
GOLD DIGGERS·1937

31

FOOTLIGHT
PARADE
20 STARS
WARNER

517

ARNER BROS. PRESENT
THE SHOW
THE CEN
Y KEELER WILL RELEASE THESE
LUCKY BAL
OF



MAKING SMOKE

(GLASS TUBES)
TUBE LEADING TO BULB WHICH MAY BE REGULARLY PRESSED THROUGH USE OF MOTOR, OR USING MOTOR DRIVEN BELLOWS OR VACUUM CLEANER
(SMOKE)
HYDROCHLORIC ACID
STRONG AMMONIA WATER

BICYCLE WHEEL

WITH TIRE REMOVED CAN BE USED FOR REDUCTION OF SPEED—BELT FROM MOTOR DRIVING OVER RIM OF WHEEL — SMALL PULLEY ATTACHED AT HUB.

DRIVING FROM SAME MOTOR AND SHAFT AND REVERSING DIRECTION OF ONE OF THEM BY TWISTING BELT

REVOLVING DISPLAY PANELS
SHAFT
(ANCHOR)
(TWISTED BELT)
SHAFT (TO MOTOR)

ECCENTRIC WHEEL

BASIS OF MOST ANIMATION. PIVOTED ARM ATTACHED TO SIDE OF WHEEL, OR OFF-CENTER, VARYING DRIVE OF ARM AND AFFORDING CONSEQUENT MOVEMENT TO ATTACHED DISPLAY.

LONG STROKE
SHORT STROKE
(ANCHORED HERE

STOPPING STILLS

(ON BELT) BEHIND OPENING

"DOGS" ON DRIVE WHEEL ENGAGE PINS ON BELT ROLLER. "DOG" SLIPS OFF PIN AS WHEEL TURNS, LEAVING BELT MOTIONLESS UNTIL NEXT "DOG" ENGAGES NEXT PIN.

REDUCTION OF SPEED THRU USE OF BELT-DRIVEN PULLEYS

(SMALL TO LARGE, THEN SMALL TO LARGE AGAIN. REVERSE TO INCREASE SPEED.)

THIS PULLEY TURNING SHAFT AND ATTACHED DISPLAY.
DISPLAY
(SHAFT)
(SHAFT)
(SHAFT)
FRAMEWORK
FRAMEWORK
(2) SMALL PULLEY DRIVING LARGER PULLEY ABOVE
(1) • THIS PULLEY DRIVEN FROM SMALL PULLEY ON MOTOR

(TO FLASHERS)
AL JOLSON
(LIGHT GLOBES BEHIND SIGN CLOTH)

SIGN CLOTH COVERED DISPLAY PANELS, WITH LETTERING ON REVERSE SIDE. LIGHTS IN TROUGHS BEHIND LINES OF LETTERING . . . WHICH ARE ARRANGED TO FLASH ON CONSECUTIVELY LETTERING VISIBLE THROUGH SIGN CLOTH WHEN LIGHTS ARE ON.

(BELT ONCE AROUND WHEEL)
BELT
BELT
MOTOR

REVERSING MOTION AS ARM SWINGS AROUND PULLING ATTACHED BELT IN FIRST ONE DIRECTION THEN THE OTHER. THE WHEEL REVERSES DIRECTION OF MOVEMENT ACCORDINGLY.

WORM GEAR FOR REDUCING SPEED

TO BATTERY
STRIP OF TIN FOIL
FORD COIL

CREATING SHOWER OF SPARKS WITHIN ELECTRIC LIGHT GLOBE

GREAT FOR "SCIENTIFIC DISPLAY"— BEST IN DARKENED WINDOW OR CABINET. FIX SO CAN'T BE TOUCHED.

WEIGHT ATTACHED TO DISPLAY WHEEL HERE CAN CAUSE DISPLAY WHEEL TO STOP WITH THAT POINT AT BOTTOM WHEN RELEASED

SLIP GEAR

RELEASING TOP WHEEL WHICH IT TURNS WHEN CUTAWAY SECTION ARRIVES AT TOP.

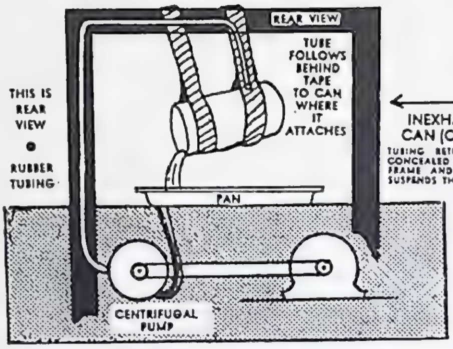
(STILLS RIDE OVER SHAFT)
USING BICYCLE SPROCKETS
AND CHAIN
(STILL)
ANCHOR)
TO WORM-GEARED MOTOR WHICH DRIVES SHAFT

BRINGING STILLS INTO VIEW BEHIND OPENING IN PANEL

THIS BAND CIRCLES DRUM
1" COPPER BANDS
(WOOD DRUM)
SHAFT
(TO WORM GEAR)
(COPPER "FINGERS")
INSULATING MATERIAL BAKELITE
ALL CONNECTIONS CONTACT COPPER STRIP
(TO DISPLAY)
TO 110 VOLTS

FLASHER

(MAKING LIGHTS FLASH ON AND OFF)

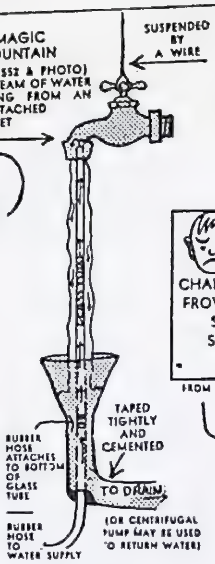

REAR VIEW
TUBE FOLLOWS BEHIND TAPE TO CAN WHERE IT ATTACHES
THIS IS REAR VIEW
RUBBER TUBING
PAN
CENTRIFUGAL PUMP

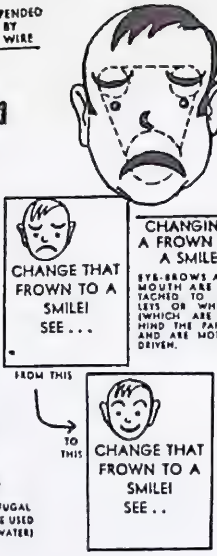
INEXHAUSTIBLE CAN (OR GLASS)

TUBING RETURNING FLUID CONCEALED BEHIND THE FRAME AND TAPE WHICH SUSPENDS THE CAN.

MAGIC FOUNTAIN

(SEE 552 & PHOTO) A STREAM OF WATER ISSUING FROM AN UNATTACHED FAUCET


SUSPENDED BY A WIRE
RUBBER HOSE ATTACHES TO BOTTOM OF GLASS TUBE
RUBBER HOSE TO WATER SUPPLY
TAPED TIGHTLY AND CEMENTED
TO DRAIN;
(OR CENTRIFUGAL PUMP MAY BE USED TO RETURN WATER)

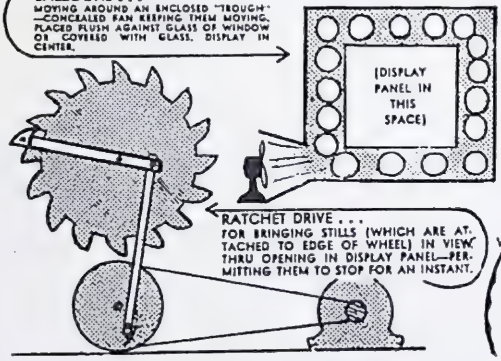

CHANGE THAT FROWN TO A SMILE! SEE . . .
FROM THIS
TO THIS
CHANGE THAT FROWN TO A SMILE! SEE . .

CHANGING A FROWN TO A SMILE

EYE-BROWS AND MOUTH ARE ATTACHED TO PULLEYS OR WHEELS (WHICH ARE BEHIND THE PANEL) AND ARE MOTOR-DRIVEN.

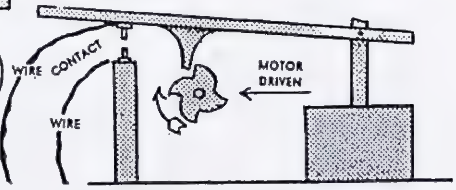
BALLOONS . . .

MOVING AROUND AN ENCLOSED "TROUGH"—CONCEALED FAN KEEPING THEM MOVING. PLACED FLUSH AGAINST GLASS OF WINDOW OR COVERED WITH GLASS. DISPLAY IN CENTER.

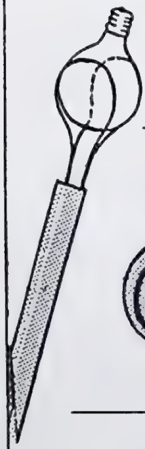

(DISPLAY PANEL IN THIS SPACE)

RATCHET DRIVE . . .

FOR BRINGING STILLS (WHICH ARE ATTACHED TO EDGE OF WHEEL) IN VIEW THRU OPENING IN DISPLAY PANEL—PERMITTING THEM TO STOP FOR AN INSTANT.


WIRE
CONTACT
WIRE
MOTOR DRIVEN

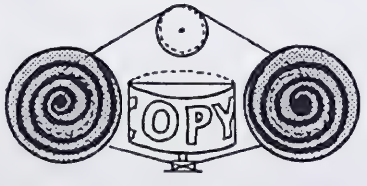
MAKE AND BREAK CONTACT

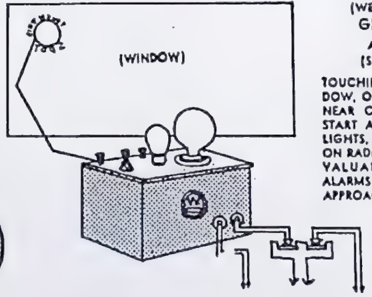


DEVICE FOR CHANGING GLOBES

MADE FROM COAT HANGER WRAPPED WITH TAPE—ATTACHED AT END OF HANDLE.

BULL'S EYES AND LETTERED DRUM DRIVEN BY SAME MOTOR, USING BELT. BULL'S EYES DRAW ATTENTION.





(WESTINGHOUSE) GRID GLOW

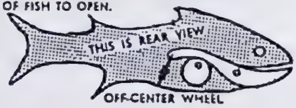
ANIMATION

(SEE NO 678)

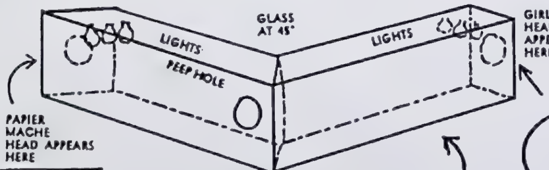
TOUCHING SPOT ON WINDOW, OR HOLDING HAND NEAR CAN BE MADE TO START ANIMATION, FLASH LIGHTS, RING BELLS, TURN ON RADIO, OR TO PROTECT VALUABLES, RINGING ALARMS WHEN A HAND APPROACHES.

OFF-CENTER WHEEL . . .

MOTOR DRIVEN AND VARYING MOTION OF PIVOTED PART OF DISPLAY AS WHEEL TURNS—IN THIS DRAWING CAUSING MOUTH OF FISH TO OPEN.


THIS IS REAR VIEW
OFF-CENTER WHEEL

"STATUE-COMING-TO-LIFE" (SEE 806)

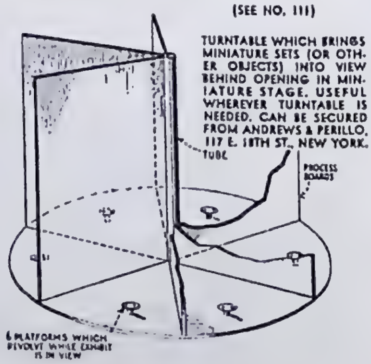

GLASS AT 45°
LIGHTS
PEEP HOLE
LIGHTS
GIRL'S HEAD APPEARS HERE
PAPIER MACHE HEAD APPEARS HERE

LIGHTS ON GIRL DIM DOWN . . . AS LIGHTS ON PAPIER MACHE HEAD DIM UP

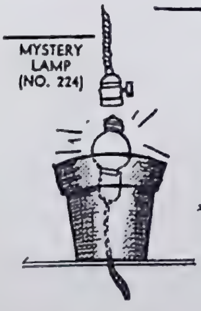
STOP & START REVOLVING STAGE

(SEE NO. 111)

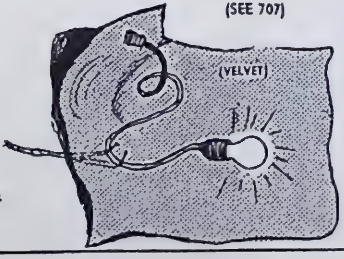
TURNTABLE WHICH BRINGS MINIATURE SETS (OR OTHER OBJECTS) INTO VIEW BEHIND OPENING IN MINIATURE STAGE. USEFUL WHEREVER TURNTABLE IS NEEDED. CAN BE SECURED FROM ANDREWS & PERILLO, 117 E. 18TH ST., NEW YORK.

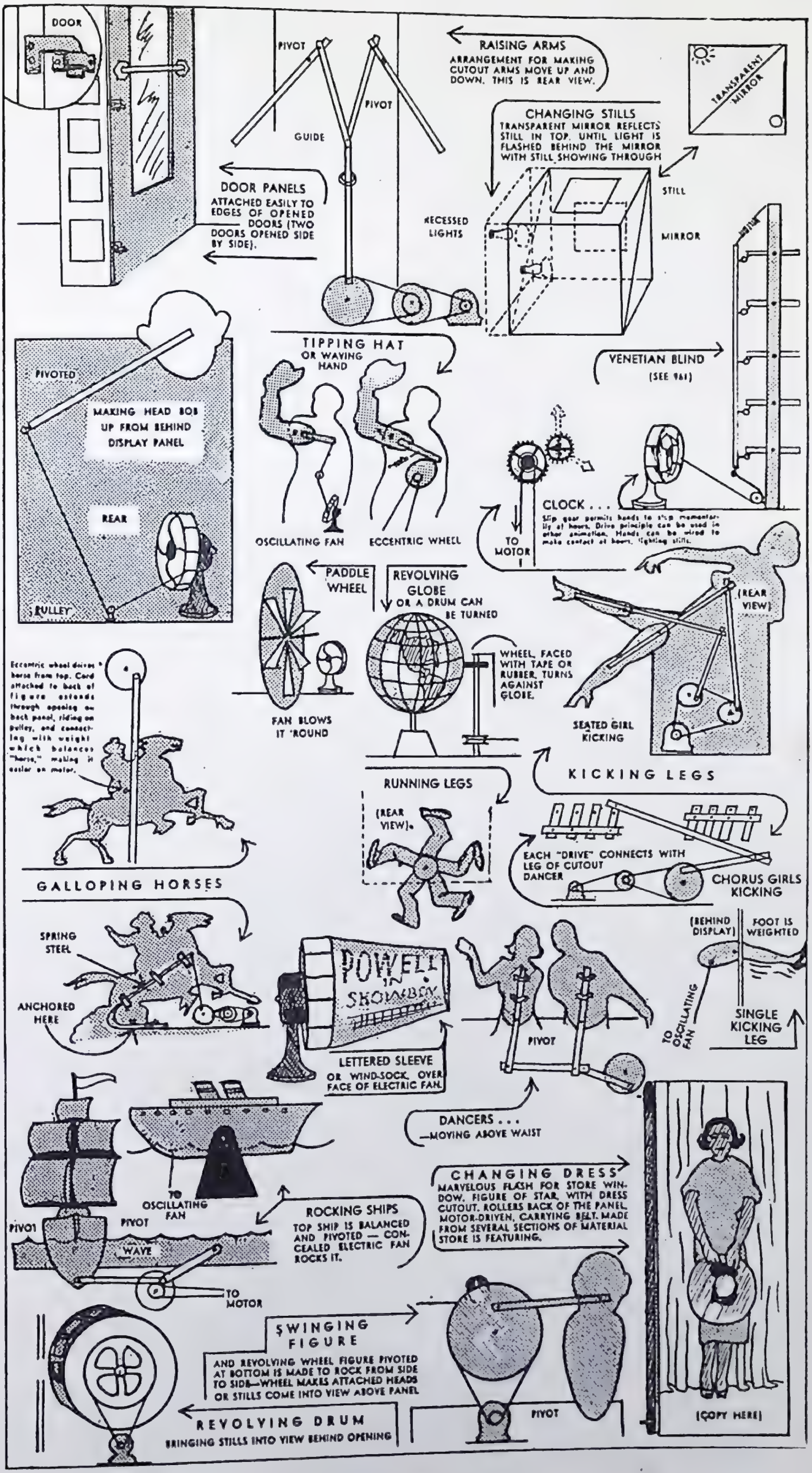

TUBE
PROCESS BOARDS
6 PLATFORMS WHICH REVOLVE WHILE EXHIBIT IS IN VIEW

MYSTERY LAMP (NO. 224)



DEARTH'S LIGHT (SEE 707)




DOOR
PIVOT
PIVOT
GUIDE
RAISING ARMS
ARRANGEMENT FOR MAKING CUTOUT ARMS MOVE UP AND DOWN. THIS IS REAR VIEW.
TRANSPARENT MIRROR
CHANGING STILLS
TRANSPARENT MIRROR REFLECTS STILL IN TOP, UNTIL LIGHT IS FLASHED BEHIND THE MIRROR WITH STILL SHOWING THROUGH
STILL
MIRROR
RECESSED LIGHTS
DOOR PANELS
ATTACHED EASILY TO EDGES OF OPENED DOORS (TWO DOORS OPENED SIDE BY SIDE).
PIVOTED
MAKING HEAD BOB UP FROM BEHIND DISPLAY PANEL
REAR
PULLEY
TIPPING HAT
OR WAVING HAND
OSCILLATING FAN
ECCENTRIC WHEEL
VENETIAN BLIND
(SEE 961)
CLOCK . . .
Slip gear permits hands to stop momentarily at hours. Drive principle can be used in other animation. Hands can be wired to make contact at hours, lighting stills.
TO MOTOR
PADDLE WHEEL
REVOLVING GLOBE
OR A DRUM CAN BE TURNED
WHEEL, FACED WITH TAPE OR RUBBER, TURNS AGAINST GLOBE.
FAN BLOWS IT 'ROUND
(REAR VIEW)
SEATED GIRL KICKING
Eccentric wheel drives horse from top. Cord attached to back of figure extends through opening on back panel, riding on pulley, and connecting with weight which balances "horse," making it easier on motor.
RUNNING LEGS
(REAR VIEW).
KICKING LEGS
EACH "DRIVE" CONNECTS WITH LEG OF CUTOUT DANCER
CHORUS GIRLS KICKING
GALLOPING HORSES
SPRING STEEL
ANCHORED HERE
POWELL IN SKOWBOY
LETTERED SLEEVE
OR WIND-SOCK, OVER FACE OF ELECTRIC FAN.
PIVOT
(BEHIND DISPLAY)
FOOT IS WEIGHTED
TO OSCILLATING FAN
SINGLE KICKING LEG
DANCERS . . .
—MOVING ABOVE WAIST
TO OSCILLATING FAN
PIVOT
PIVOT
WAVE
TO MOTOR
ROCKING SHIPS
TOP SHIP IS BALANCED AND PIVOTED — CONCEALED ELECTRIC FAN ROCKS IT.
CHANGING DRESS
MARVELOUS FLASH FOR STORE WINDOW. FIGURE OF STAR, WITH DRESS CUTOUT. ROLLERS BACK OF THE PANEL, MOTOR-DRIVEN, CARRYING BELT MADE FROM SEVERAL SECTIONS OF MATERIAL STORE IS FEATURING.
SWINGING FIGURE
AND REVOLVING WHEEL FIGURE PIVOTED AT BOTTOM IS MADE TO ROCK FROM SIDE TO SIDE—WHEEL MAKES ATTACHED HEADS OR STILLS COME INTO VIEW ABOVE PANEL
PIVOT
(COPY HERE)
REVOLVING DRUM
BRINGING STILLS INTO VIEW BEHIND OPENING

PAPIER-MACHÉ

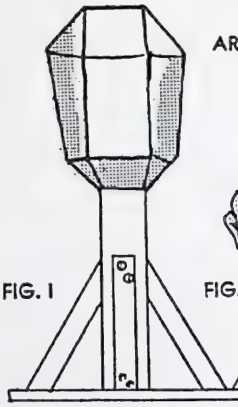


FIG. 1

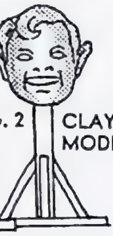


FIG. 2 CLAY MODEL

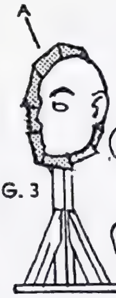


FIG. 3

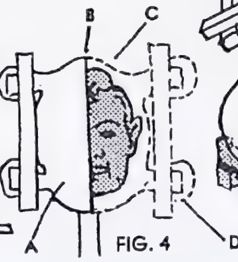


FIG. 4

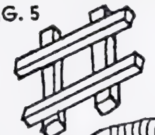


FIG. 5

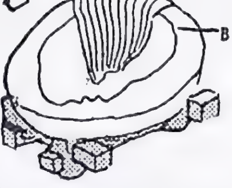


FIG. 6

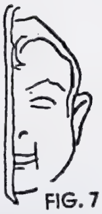


FIG. 7

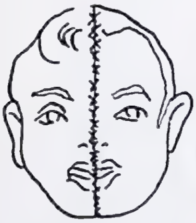


FIG. 8

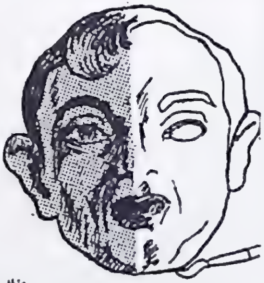


FIG. 9

First step is the construction of the armature, or wooden frame upon which the clay form is modeled. (Fig. 1.) Shape of armature depends upon the figure to be modeled. The clay model is then built over the armature, using ordinary brick clay, modeled to desired shape (Fig. 2). Model is then cleaned up, smoothed down, and shellaced. After the shellac is thoroughly dry, a thin coat of stearic acid (from wholesale druggist) is applied. Next, insert tin line (3-A), which divides the casting into desired sections (Can be seperated down the middle of the face (as in Fig. 4), or down the sides). Then begin to construct the mold, applying plaster. Four coats of plaster are applied, permitting plaster to set and thicken between applications. First coat is applied very thin, filling in lines and crevices. Final coat is mixed with excelsior to strengthen it, soaking the excelsior in the plaster before applying. Then the braces (Fig. 4-D and 5) are installed, holding them in place with plaster. Number one molding plaster (from a lime and cement company) is used in constructing the mold. In mixing, it is sprinkled into the desired amount of water until it appears above the surface. Don't stir until all plaster is in the water, and after stirring don't add plaster. In applying plaster (to form the mold), one side of the casting is completed, up to the tin-line (4-B), which divides it. After first half of casting is completed and set (about 20 minutes), tin-lines are removed. Edge of the completed half of the casting (4-A) is shellaced and a coat of stearic acid applied; and thin coat of dark show-card color is applied, to make the division visible. Then the second side (4-C) is completed. Molds are removed in sections (Fig. 6), then cleaned, repaired where needed, and the actual papier mache construction begun. Paper is applied in thin strips (6-A), using ordinary wall-paper paste. Use thin strips of paper for first several coats, pressing to exactly fit the shape of the mold, then applying about eight layers of wall-paper (in strips), carrying paper over the edges of the mold (Fig. 6-B). Paper remains in mold until thoroughly dry (about 24 hours), and is then carefully removed from the mold (Fig. 7). Edges are then trimmed, and the seperate parts sewn together (Fig. 8), using burlap needle, and small, strong cord. (If heads are small, stitching isn't necessary; paper will hold it). Coat of thin paper is applied over the stitching; and after it is dry, the entire figure is smoothed with sand-paper. Figure is then completed (Fig. 9) and ready for painting.

Papier mache heads and figures can be used in construction of displays (as Fig. 10), attached against display panels. Animation is possible with papier mache figures (as making eyes roll, lower jaw move) in construction of a head (Fig. 12 and 14, 15). Eye that moves up and down, with lid, giving effect of opening and closing of eye, is constructed in one piece (Fig. 11), and placed behind eye opening in papier mache head (12-A), with motor-driven eccentric moving it up and down. Lower jaw can be made to move up and down with same motion that drives eyes (12-C). (Bottom jaw is over-lapped by extension of cheek (12-D).) Loud speaker can be concealed inside papier mache head (Fig. 12-B), voice sent through amplification causing the head to "talk." Two-way amplification makes possible answering of questions. Rolling eyes (Fig. 14) are enclosed in a constructed housing (15-A). Extensions behind the eyes (15-F) are attached by means of a ball socket (16-D) to an arm (16-H) that connects off-center to a motor-driven wheel (16-E). Any other desired movement of a figure can be worked out in similar fashion. Large papier mache heads can be worn by street bally-men (Fig. 13).

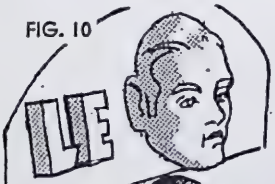


FIG. 10

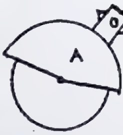


FIG. 11

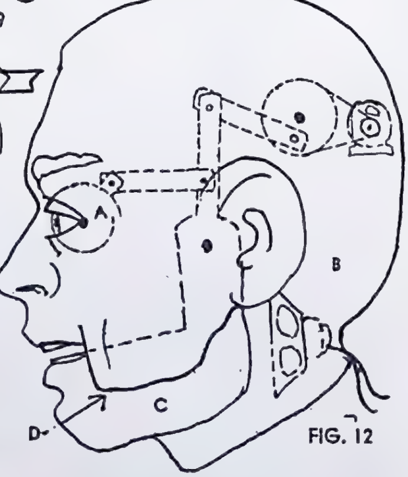


FIG. 12

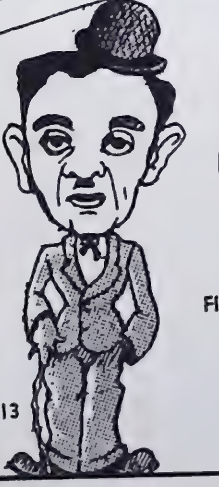


FIG. 13

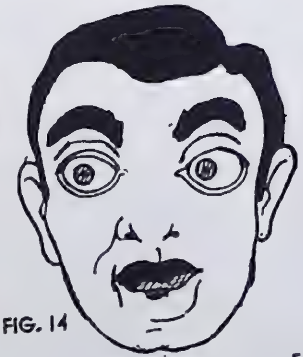


FIG. 14

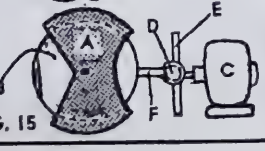


FIG. 15

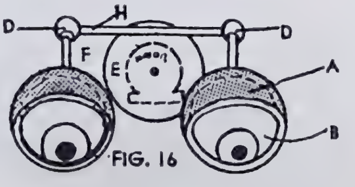


FIG. 16

BARNUM'S LEXICON

Abandoned
Abbreviated
Abhorrent
Ablaze
Able (ly)
Abounding
Absorbing
Absurd
Abundant
Accelerated
Accomplished
Ace
Ace-High
Action-crowded
Actionful
Adaptable
Adept
Adequate
Admirable (ly)
Adorable
Adorably-funny
Adored
Adoring
Adroit
Adulatory
Adventure-filled
Adventurous
Aflame
Affecting
Affectionate
Ageless
Age-old
Aggressive
Agile
Airily
Alert
Alive
All-absorbing
All-consuming
All-enduring
Allegorical
All-star
All-time
Alluring
Amatory
Ambrosial
Amazing
Ambitious
Amiable
Amorous
Ample
Amusing
Amusical
Angelic
Angry
Animated
Anxious
Apparent
Appealing
Applauding
Applause-enticing
Appreciative
Apprehensive
Arabesque
Ardent
Arduous
Arrestingly
Aristocratic
Arrogant
Artful
Artistic
Arousing
Asbestos
Astonishing
Astounding
Astronomical
Astute
Atmospheric
Attention-compelling
Attractive
Audacious
Aureate
Auspicious
Austere
Authentic
Authoritative
Avaricious
Avenging
Avid
Awed
Awe-inspiring
Awesome
Awful
Baffling
Balanced
Bald
Balmy
Bang-up
Bantering
Barbaric
Barbarous
Barely
Barnumesque
Bashful
Battling
Batty
Bawdy
Beastly
Beauteous
Beautiful (ly)
Beauty-full
Beauty-blazing
Beauty-laden
Beckoning
Becoming
Bedouin
Beguiling
Behemothical
Believable
Belle-ringing
Bellicose
Belligerent
Bellowing
Beloved
Beneficent
Benevolent
Benign
Bespangled
Bestial
Best-known
Best-loved
Bewildering
Bewitching
Bibulous
Biggest
Big-time
Billowing
Biting
Bitter (ly)
Bizarre
Blaring
Blasé
Blatant
Blazing
Blended
Blessed
Blissful
Blistering
Blithe (ly)
Blood-curdling
Blood-thirsty
Blood-tingling
Blue-Rhythmical
Blushing
Blustering
Bohemian
Boiling
Boisterous (ly)
Bold
Bombarding
Bombastic
Booming
Bonniest
Bothersome
Boudoiry
Boundless
Bountiful
Bracing
Brainy
Brand-new
Brave
Brawling
Brawny
Break-neck
Breathless
Breath-taking
Breeze-bare
Breeze-blown
Breeze-like
Breezy
Brief
Bright (est)
Bright-colored
Bright-hued
Brilliant
Brisk
Bristling
Broken-hearted
Brutal
Bubbling
Buccaneering
Buffoonish
Bulging
Bullet-fast
Bully
Buoyant
Burlesque
Burly
Burning
Burnished
Bursting
Bustling
Buxom
Buzzing
Calculating
Cameo-like
Camouflaged
Candid
Cannonading
Canny
Cantankerous
Capable
Capacity
Capering
Capital
Capitulating
Capricious
Captious
Captivating
Cardinal
Careening
Carefree
Caressable
Caressing (ly)
Carnival-like
Carousing
Cascading
Catapulting
Catastrophic
Catchy
Cautious (ly)
Cavorting
Ceaseless
Celebrated
Celestial
Certain
Challenging
Chanting
Chaotic
Characteristic
Charging
Charmful
Charming
Cheek-to-cheek
Cheeky
Cheerful
Cheering
Cheery
Cherished
Cherubic
Chic
Chilling
Chivalrous
Choice (st)
Choreographic
Chucklesome
Chuckling

Cinematic
Circumspect
Clamoring
Clamorous
Clandestine
Clashing
Classic (al)
Classy
Clattering
Clean-cut
Clear eyed
Clever (est)
Climacteric
Clinging
Cloud-high
Cloud-swept
Clowning
Coaxing
Cock-eyed
Cocky
Cold Storage
Colorful
Colossal
Commanding
Come-hither
Comely (iest)
Comic (al)
Comicolossal
Commanding
Compelling
Competent
Complacent
Complete
Comprehensive
Conceivable
Concerted
Conclusive
Confident
Conflicting
Conniving
Conquering
Conquesting
Conscientious
Conspicuous
Constant
Constructive
Consummate
Consuming
Contemptuous
Contented
Continental
Controversial
Convincing
Convivial
Convulsing
Copious
Coquettish
Cordial
Corking
Correct
Costly
Countless
Country-wide
Courageous
Coveted
Coy
Coylossal
Cozy
Crackling
Crafty
Crashing
Crazy (iest)
Credible
Creditable
Creepy
Crisp
Critical
Crooning
Crucial
Crystal-clear
Crystalline
Cuddlesome
Cultured
Cunning (ly)
Curious
Current
Curvatious
Curvesome
Curving
Cute
Cyclonic
Cyclopean
Cycloramic
Cynical
Daffy
Dainty
Damned
Damnable
Dance-mad
Dance-thrilling
Dancing
Dandy
Dangerous
Dansational
Dapper
Dare-devil
Dark-eyed
Daring
Darksome
Darling
Dashing
Dashy
Dauntless
Dawning
Dazzling
Dazzling-eyed
Deadly
Dead-pan
Dead-shot
Dear (ly)
Death-challenging
Death-defying
Death-laden
Deathless
Debonnaire
Declamatory
Decorative
Deep
Defiant
Definite
Deft (ly)
Defying
Delectable
Delicate (ly)
Delicious
Delighted
Delightful (ly)
Delightsome
Delirious
Delovely
Deluxe
Demoniac
Demon-like
Demure
Derelict
Description-defying
Desirable
Desolate
Despairing
Desperate
Despotic
Destined
Destiny-daring
Destructive
Determined
Devastating (ly)
Devilish
Devil-may-care
Devoted
Dexterous
Diaphanous
Diabolic
Didactic
Difficult
Diffident
Dignified
Diligent
Dimpled
Dire
Direct
Disclosing
Discordant
Discriminating
Disdainful
Disguising
Distinctive
Distinguished
Distracting
Disturbing (ly)
Dissolute
Ditherambic
Diversified
Diverting
Divine (ly)
Dizziest
Dizzy (ing)
Doggedly
Doggy
Dolorous
Dominant
Dominating
Domineering
Doomed
Double-barreled
Dovelike
Downright
Down-to-earth
Drama-drenched
Dramatic
Dread
Dreadful
Dream-disturbing
Dream-drenched
Dreamlike
Dreamy
Droll
Dubious
Dusky
Dwarfing
Dynamic
Eager (ly)
Eagle-eyed
Earfilling
Earnest
Easy
Ebullient
Eccentric
Echoing
Eclipsing
Ecstatic (ly)
Edifying
Eerie
Effective (ly)
Effervescent
Efficient
Effortless
Effulgent
Effusive
Eighteen-karat
Elaborate (ly)
Electric
Electrifying
Elegant
Elemental
Elephantine
Elevating
Eloquent
Elusive
Elysian
Embellished
Emblazoned
Embracing
Eminent
Emotional
Emotion-stirring
Emotion-swept
Emotive
Emphatic
Enamored
Enchanted
Enchanting
Encomiastic
Encouraging
Endearing
Endless
Enduring
Energetic
Engaging
Engrossing
Enigmatic
Enjoyable
Enlivened
Enlivening
Enormous
Enrapturing
Enriching
Enslaving
Entertaining
Entertainment-packed
Enthralling
Enthusiastic
Enticing
Entrancing
Epic
Epochal
Epoch-making

Errant
Erratic
Erudite
Esteemed
Esthetic
Eternal
Ethereal
Even-paced
Everlasting
Ever-sparkling
Evil
Exacting
Exaggerated
Exalted (ing)
Excellent
Exceptional
Exciting
Exclusive
Excruciating
Exemplary
Exhaustive
Exhilarating
Exotic
Expansive
Expeditious
Expert
Explicit
Explosive
Exposing
Expressive
Exquisite
Extensive
Extraordinary
Extravagant
Extravaganzical
Extreme
Exuberant
Exulting
Eye-appealing
Eye-filling
Eye-soothing
Eye-staggering
Eye-teasing
Eye-thrilling
Eye-intriguing
Eyes-flashing
Fabled
Fabulous
Facetious
Facile
Fair
Faithful
Famous
Fanatical
Fanciful
Fancy
Fancy-free
Fantastic
Farcical
Farsighted
Fascinating
Fashionable
Fast (er)
Fast-paced
Fast-moving
Fatal
Fatalistic
Fateful
Fate-scarred
Favorite
Fearful
Fear fraught
Fearless
Fearsome
Feeble
Feline
Feminine
Ferocious
Fervent
Festive
Fetching
Feverish
Fever-pitched
Fiendish
Fierce
Fiery
Fiesta-like
Fighting
Filmy
Fine (est)
Finished
First-class
First-rate
Fitting
Flagrant
Flamboyant
Flaming
Flaring
Flashing
Flashy
Flattering
Flawless
Fleecy
Fleet
Fleeting
Fleshly
Flexible
Flighty
Flip
Flippant
Flirtatious
Flirting
Flirty
Florid
Flossy
Flourishing
Flowing
Fluent
Fluttering
Fluttery
Flying
Fondest
Fondling
Footloose
Forbidden
Forceful
Foremost
Formidable
Four-star
Foxy
Fragile
Fragrant
Frank
Frantic
Free
Freezing
Frenchy
Frenzied
Fresh
Fretful
Friendly
Frightful
Frisky
Frisque
Frivolous
Frolicsome
Frolicking
Front-page
Frothy
Frowzy
Fruitful
Full-flowered
Funny (iest)
Fun-making
Furious (ly)
Furiously-funny
Furtive
Fury-lashed
Gabby
Gag-filled
Gag-packed
Gala
Galavanting
Gallant
Galloping
Galossal
Gamboling
Gaping
Gargantuan
Garish
Garrulous
Gasping
Gaspless
Gauzy
Gawky
Gay
Generous
Genial
Genteel
Gentle
Genuine
Ghastly
Ghostly
Giant
Giddy
Gifted
Gigantic
Gigglesome
Giggliest
Gipsy
Gilded
Gilt-edge
Gingerly
Girl-adorned
Girl-chasing
Girl-decorated
Girl-embellished
Girlesque
Girl-filled
Girlful
Girl-gaga
Girliest
Girlish
Glad (dest)
Gladsome
Glamorous
Glaring
Gleaming
Gleeful
Glib
Gliding
Glinting
Glistening
Glittering
Gloried
Glorified
Glorious
Glory-bright
Glory-destined
Glory-filled
Glossy
Glowering
Glowing
Gnomic
Goddess-like
Godly
Golden
Good
Good-humored
Good-looking
Goofunniest
Goofy (iest)
Gordian
Gorgeous
Gossamer
Graceful
Graceful-stepping
Gracious
Grand
Grandest
Grand-stand
Graphic
Grasping
Gratifying
Greased-lightning
Great (est)
Grim
Grinsome
Gripping
Grisly
Grotesque
Gruesome
Gruff
Guaranteed
Guffawcious
Guileless
Gullible
Gusty
Gymnastic
Gyrating
Hadean
Hair-raising
Hair-trigger
Halcyon
Hallowed
Hand-picked
Handsome
Handy
Happy
Happy-go-loving
Happy-go-lucky
Happy-hearted

Hapless
Harassed
Hard-as-nails
Hard-boiled
Hard-hitting
Hard-loving
Hardy
Harebrained
Harlequine
Harmonious
Harrowing
Harum-scarum
Hasty
Haughty
Haunting
Hazardous
Head-line
Head-strong
Healthy
Hearty
Heart-breaking
Heart-broken
Heart-chilling
Heart-crushed
Heartening
Heart-gripping
Heart-haunting
Heart-loaded
Heart-pounding
Heart-rending
Heart-starved
Heart-stirring
Heart-thrilling
Heart-throbbing
Heart-touching
Heart-tugging
Heart-warming
Heart-warmish
Heat-wavish
Heavenly
Heightened
Hellish
He-man
Heralding
Herculean
Heroic
Heterogeneous
Hidden
Hideous
High-calibre
High-efficiency
High-explosive
Highfaluten
High-flown
High-gaited
High-geared
High-handed
High-lighting
High-powered
High-spirited
High-stepping
High-strung
High-temperature
High-voltage
High-wide and handsome
Hilarious
History-making
Homely
Homespun
Home-wrecking
Honored
Hopeful (ly)
Hopeless
Horrible
Hot
Hot-blooded
Hotcha
Howlarious
Howling
Howl-provoking
Hoydenish
Huge
Hummable
Human
Humming
Humorous
Humorsome
Hungering
Hurly-burly
Husky
Hypnotic
Hypnotizing
Hysterical
Ideal (istic)
Ideally
Idolized
Idylically
Illustrious
Imaginative
Immeasurably
Immediate
Immense
Imminent
Immortal
Impassioned
Impeccable
Impelling
Imperative
Imperious
Impertinent
Impervious
Impetuous
Impish
Implicit
Important
Imposing
Impregnable
Impressive
Impromptu
Impudent
Impulsive
Incessant
Inciting
Incisive
Incomparable
Incomprehensible
Inconceivable
Incredible (ly)
Incredulous
Indefatigably
Indelible (ly)
Indescribable
Indignant
Indigo
Indolent
Indubitably
Ineffable
Inevitable
Inexplicable
Inexorable
Infallible
Infamous
Infatuated
Infectious
Infinite
Inflamed
Inflammable
Influential
Ingenious
Ingratiating
Inhuman
Inimitable
Innermost
Innocent
Insidious
Insistent
Insolent
Insouciant
Inspirational
Inspired
Inspiring
Instantaneous
Instrumental
Intelligent
Intense
Intensive
Interesting
International
Internationally-known
Interpretative
Intimate
Intoxicating
Intrepid
Intricate
Intriguing
Intrinsic
Intuitive
Invaluable
Invariable
Inventive
Invigorating
Inviting
Iron-fisted
Iron-hearted
Ironical
Iron-nerved
Irresistible
Iridescent
Irrepressible
Irresponsible
Jaded
Jangling
Jaunty
Jazzy (ical)
Jealously
Jestful
Jesting
Jingling
Jittery
Jocose
Jocular
Jolly
Jolting
Jovial
Joyous
Joy-laden
Joy-pursuing
Jubilant
Judicious
Juggernautic
Juiciest
Jungle-bred
Kaleidoscopic
Keen
Key
Kind
Kinetic
Kissable
Kittenish
Knavish
Knock-out
Lacey
Laconic
Land-sliding
Languid
Languorous
Larking
Lashing
Lasting
Laudable
Laughable
Laughing
Laugh-agitating
Laugh-a-second
Laugh-chasing
Laugh-crammed
Laugh-crowned
Laugh-filled
Laugh-laden
Laugh-loaded
Laugh-packed
Laugh-provoking
Laughterful
Laughtermaking
Laugh-thrilling
Lavish (ly)
Lawless
Leading
Legendary
Legomaniacal
Letter-perfect
Leviathan
Liberal
Life-breathing
Lighter
Light-hearted
Lightning
Lightning-fast
Likeable
Lilting
Limitless
Limp
Lingering
Liquid
Lissom
Lithe (some)
Live
Lively
Livid
Living
Lofty
Logical

Long
Long-awaited
Loony (iest)
Loquacious
Lordly
Loud
Lovable
Love-craving
Love-lucky
Lovely
Love-making
Love-seeking
Love-starved
Love-thrilling
Lovetimeliest
Loving (ly)
Lovingest
Low-brow
Low-down
Loyal
Lucid
Ludicrous
Luminescent
Luminous
Lurid
Luring
Lurking
Luscious
Luscious-looking
Lustrous
Lusty
Luxurious
Lyric (al)
Macabre
Mad (dest)
Madcap
Maddening
Made-to-order
Maidenly
Magic (al)
Magically-melodious
Magnetic
Magnificent
Majestic
Major
Make-believe
Mammoth
Maniacal
Manly
Marked
Marvelous
Massive
Masterful
Masterpiece
Matchless
Maximum
Measureless
Medieval
Melancholy
Mellow
Mellow-voiced
Melodic
Melodious
Melodramatic
Melody-jammed
Memorable
Memory-teasing
Menacing

Mental
Merciless
Meritorious
Merry (iest)
Merry-mad
Mesmerizing
Meteoric
Mighty
Mile-a-minute
Militant
Million-dollar
Mimicking
Mind-startling
Miraculous
Mirroring
Mirth-filled
Mirthful (ly)
Mirth-quakish
Mirth-provoking
Mischievous
Misty
Misty-eyed
Moaning
Mocking
Modern
Modernistic
Modernized
Modest
Molten
Momentous
Monumental
Monstrous
Mooning
Moonlit
Moonstruck
Mortal
Mountain-high
Moving
Much-discussed
Multitudinous
Munificent
Murderous
Murky
Musical
Musicomical
Music-splashed
Myriad
Mysterious
Mystery-loaded
Mystic
Mystifying
Mythical
Naïve
Nation-wide
Natural
Naughtical
Naughty (iest)
Nautical
Neat (ly)
Neck-breaking
Nerve-tingling
Nervy (iest)
Never-to-be-forgotten
New
Nice
Nicely-paced
Nifty (iest)
Nightingaling

Nightmarish
Nimble
Nimble-footed
Nimble-witted
Nitwittiest
Nobbiest
Noble
Noisy
Nomadic
Nonchalant
Nonsensical
Notable
Noteworthy
Notorious
Novel
Nudical
Nutty
Oafish
Obstreperous
Occult
Odd
Ominous
Omniscient
Opalescent
Opulent
Oriental
Original
Ornate
Outcast
Out-dazzling
Out-rageously
Outspoken
Outstanding
Overawing
Overflowing
Overpowering
Overshadowing
Overwhelming
Pagan
Pageant-like
Palatable
Palatial
Palmy
Palpitating
Pampered
Panoramic
Pantomimic
Parade-leading
Paradisical
Paradoxical
Paralyzing
Passionate
Pastoral
Pathetic
Peaceful
Pearly
Peerless
Pellucid
Penetrating
Pensive
Pepperish
Peppery
Peppiest
Perfected
Perfect (ly)
Perfumed
Perilous
Perky

Perplexing
Persuasive
Pert
Pestiferous
Petit
Petted (ing)
Petulant
Phantom-like
Phenomenal
Pictorial
Picturesque
Piercing
Pink
Pious (ly)
Piquant
Placid
Plaintive
Plauditory
Plausible
Playful
Pleasant
Pleasing
Pleasurable
Pleasure-pursuing
Plucky
Poignant
Poetic
Pointed
Polished
Pompous
Popular
Porcelain
Positive
Possessive
Potent
Potential
Pounding
Pouting
Powerful
Praise-worthy
Praising
Prankish
Precarious
Precedent-shattering
Precious
Precise
Precocious
Precision-perfect
Predominant
Pre-eminent
Preposterous
Presumptuous
Pretentious
Pretty
Priceless
Primeval
Primitive
Princely
Prize-winning
Prodigal
Prodigious
Profound (ly)
Profuse
Proficient
Promising
Prophetic
Proud (ly)
Proven

Providential
Provocative
Provoking
Prudent
Psychological
Pugnacious
Pulchritudinous
Pulsating
Pulsing
Pulse-pounding
Pulse-quickening
Pulse-stirring
Punch-packed
Pungent
Purring
Quaint
Quaking
Quality
Quickening
Quipsome
Quixotic
Queenly
Querulous
Quizzical
Rabid
Racing
Racy
Radiant
Raging
Rainbow
Rakish
Rambling
Rampaging
Ranking
Rapid
Rapid-fire
Rapturous
Rare (est)
Rash
Rasping
Rattling
Raving
Raven-haired
Ravishing
Raw
Razzle-dazzle
Real
Realistic
Rebellious
Reckless (ly)
Recognized
Recommended
Record-breaking
Record-shattering
Red-blooded
Red-hot
Ready
Reeling
Refined
Refreshing
Regal
Reigning
Rejoicing
Relentless
Reluctant
Remarkable
Reminiscent
Renowned
Resonant
Resounding
Resourceful
Resplendent
Restful
Restless
Restrained
Revealing
Revelous
Reverberating
Revolting
Revolutionary
Revusical
Rhapsodansical
Rhapsodic
Rhythmaniac
Rhythmic
Rhythm-romping
Ribald
Rib-busting
Rib-racking
Rib-tickling
Ribticular
Rich
Richly-mounted
Ridiculous
Rigorous
Ringing
Riotous
Ripping
Rippling
Rip-roaring
Risky
Risible (ly)
Rivaled
Roaming
Roaring
Robust
Roguish
Rollicking
Rolling
Romance-hungry
Romantic
Romping
Roseate
Rotund
Rough
Rough-house
Rousing
Rowdy
Royal
Rude
Rugged
Ruthless
Sagacious
Salient
Salty
Salubrious
Salutatory
Sanguine
Sarcastic
Sardonic
Sassy (iest)
Satanic
Satiny
Satiric (al)
Satisfying
Saucy (iest)
Savage
Savory
Scampering
Scandalizing
Scandalous
Scanty
Scarlet
Scathing
Scientific
Scintillating
Scorching
Scornful
Scrappy (ing)
Screaming
Screamingly-funny
Screeching
Sculpturesque
Searching
Searing
Secret
Seductive
Seething
Self-reliant
Sensational
Sensation-filled
Sensation-seeking
Sensible
Sensitive
Sensuous
Sentimental
Sepia
Seraphic
Serenading
Serene
Serious
Serpentine
Sexotic
Sexquisite
Sexsational
Severe
Shadowy
Shameless
Shapely
Shattering
Sheer
Shifty
Shimmering
Shining
Shivering
Shocking
Shock-shivering
Show-stopping
Showy
Shrewd
Shuddering
Shy
Sibylline
Side-splitting
Sighing
Signal
Significant
Silken
Silk-smooth
Silky
Silly
Silver (y)
Silver-throated
Silver-voiced
Simultaneous
Sincere
Sinewy
Singable
Singing
Sinister
Sinnocent
Sin-swept
Sinuous
Siren-like
Sizzling
Skilled
Skillful
Sky-born
Sky-skimming
Sky-larking
Sky-rocketing
Slam-bang
Slangy
Slap-stick
Slashing
Sleek
Slender
Slimy
Slinky
Sly (ly)
Smart (est)
Smashing
Smiling
Smilish
Smile-exciting
Smoky
Smooth
Smug
Snappy
Snickerish
Snickersome
Snobbish
Snowy
Snug
Soaring
Sock
Sociable
Soft
Solar
Solemn
Somber
Song-laden
Song-scored
Song-spiced
Song-studded
Song-thrilling
Soothing
Sonorous
Sophistical
Sophisticated
Sordid
Sought-after
Soul-crushing
Soulful
Soulless
Soul-satisfying
Soul-scorching
Soul-searching
Soul-searing
Soul-stabbing
Soul-stirring
Soul-throbbing

Spangled
Spanking
Sparkling
Spasmodic
Special
Spectacular
Spectral
Speeding
Speed-scorched
Speedy
Spell-binding
Spicy (iest)
Spiffy
Spine-tingling
Spirited
Spiteful
Spitfire
Splashing
Splendent
Splendid
Splendidly-acted
Splendorous
Split-second
Spontaneous
Spooky (iest)
Spooning
Sportive
Sporty
Spotless
Sprawling
Sprightly
Spry
Spunky
Sputtering
Staccato
Staggering
Stalwart
Stampeding
Star-filled
Stark
Star-lit
Star-strewn
Star-studded
Starry
Starry-eyed
Star-spangled
Star-sparkling
Star-splashed
Star-strewn
Star-studded
Startling
Stately (iest)
Statuesque
Staunchly
Stealthy
Stellar
Sterling
Stern
Stimulating
Stirring
Stormy
Strange
Straight-forward
Strapping
Strategic
Streamline
Strident
Strong
Strutting
Studious
Stunning
Stupefying
Sturdy
Stygian
Style-ful
Stylish
Suave
Sublime
Substantial
Subtle
Successful
Sugary
Sultry
Sumptuous (ly)
Sunbursting
Sunkist
Sunny
Sunsuous
Sunshiny
Sun-tanned
Super
Superb
Super-colossal
Superbly-wrought
Super-charged
Super-human
Superior
Superlative
Supernatural
Super-sophisticated
Supreme
Sure-fire
Sure-thing
Surging
Surpassing (ly)
Surprising (ly)
Suspenseful
Svelt
Swaggering
Swanky
Swarthy
Swashbuckling
Swaying
Sweeping
Sweet (est)
Sweet-hot
Swelegant
Swell (est)
Sweltering
Swift (ly)
Swiftly-paced
Swift-moving
Swinging
Swingy
Swirling
Swooning
Sylphlike
Sylvan
Symmetrical
Sympathetic
Symphonic
Syncopated (ing)
Syrupy
Taciturn
Tailor-made
Talented
Tameless
Tangled
Tantalizing
Tarnished
Tasteful
Taunting
Taut
Tawdry
Tear-dimmed
Tearful
Tear-jerking
Tear-starting
Teasing
Teeming
Temperamental
Tempestuous
Tempting
Tenacious
Tender
Tense
Terpsichorean
Terrestrial
Terrible
Terrific
Terrifical
Terrifying
Theatrical
Thorough-bred
Three-dimensional
Thrillable
Thrilling
Thrill-a-minute
Thrill-fascinating
Thrill-filled
Thrill-freighted
Thrill-hungry
Thrill-infested
Thrill-mad
Thrill-packed
Thrill-seeking
Thrill-shot
Thrill-threaded
Thrill-thronged
Thrill-yearning
Throbbing
Thumpingly
Thunderbolt
Thundering
Thunderous
Thwacking
Ticklish
Tidy
Timeless
Timely
Tingling
Tintinnabulous
Tipsy
Tip-top
Tireless
Titanic
Titillating
Tittering
TNT
Top
Top-flight
Top-hat
Topical
Topmost
Top-notch
Topping
Top-rank
Top-rate
Top-rung
Topsy-turvy
Torchy
Tornadic
Torrid
Tortured
Tortuous
Touching
Tough
Towering
Traditional
Tragetic
Tragic
Tranquil
Translucent
Transparent
Treacherous
Treasurable
Treasured
Trembling
Tremendous (ly)
Tremulous
Tricky
Tried
Triple-barreled
Triumphant
Tropic
Tropical
Truculent
True
True-blue
Tumultuous
Tuneful
Tunesical
Tuneswept
Tune-thrilling
Tune-tingling
Tuniest
Turbulent
Twinkling
Two-fisted
Typhoon
Tyrannical
Ultra-comic
Ultra-modern
Ultimate
Unanimous (ly)
Unbeatable
Unbelievable
Ubiquitous
Unbounded
Uncanny
Unceasing (ly)
Unconquerable
Unconquered
Uncontrollable
Uncouth
Unctuous
Undaunted
Understanding
Undisputed
Undulating
Undying
Unerring

Unequaled
Unfaltering
Unfathomed
Unflagging
Unflinching
Unforgettable (ly)
Unholy
Unique
Universal
Universally-acclaimed
Unlimited
Unmatched
Unparalleled
Unprecedented
Unrestrained
Unrivaled
Unspeakable
Unspoiled
Unstinting (ly)
Unsurpassed
Unswerving
Untamed
Untold
Unusual
Unvarnished
Unworldly
Up-and-at-'em
Uplifting
Uproarious (ly)
Up-to-the-minute
Urgent
Urging
Utmost
Utopian
Utterly-stunning
Vagabond (ish)
Vain
Valiant
Valorous
Vampirish
Vast (ly)
Velvet
Vehement
Vengeful
Venus-like
Verdant
Versatile
Vibrant
Vicious
Vigorous
Vigilant
Villainous
Violent
Virile
Visionary
Visual
Vital
Vivacious
Vivid
Vixenish
Vocal
Vociferous
Volatile
Volcanic
Volcano-like
Vociferous
Volleying
Voluminous
Voluptuous
Voracious
Waggish
Wailing
Walloping
Wandering
Wanton
Warbling
Warm (ing)
Wary
Weighty
Weird
Well-dressed
Well-knit
Well-known
Well-mannered
Well-performed
Well-rounded
Whacking
Whimsical
Whining
Whiplash
Whirling
Whirlwind
Whirly-Girly
Whirring
Whispering
Whisper-thin
White-hot
Whizzing
Whole-hearted
Wholesome
Whooping
Wicked
Widespread
Wild (est)
Wildcat
Wild-eyed
Wild-riding
Willing
Wily
Winchelian
Wind-swept
Winking
Winsome
Wise (est)
Wise-cracking
Wise-guy
Wistful
Witching
Witty
Womanly
Wonder (ful)
Wondrous
World-acclaimed
World-beloved
World-celebrated
World-conquering
World-famed
World-famous
World-wide
Worthy
Worth-while
Wraith-like
Writhing
Xylophonic
Yearning
Yielding
Young
Youthful
Zealous
Zenithrilling
Zephyric
Zestful
Zippy
Zooming